



THE COIN MACHINE REVIEW

October, 1943



AS YOU NEVER DROVE BEFORE!

Many a soldier owes his life to a commander who drove him to the utmost in battle—*never let him slacken for a single fatal instant!* And after the war, many a worker will owe his economic safety to a leader who drove him continuously for higher Pay-Roll allotments for the purchase of War Bonds!

Despite higher taxes and prices, the average worker still has more money than ever before—particularly on the basis of the *family* income. With others in the family earning, too, just let the worker 'figure it out for himself', and he usually will realize that *now* he can

put more into War Bonds than he has been doing.

That's why the Treasury Department has set new quotas for the current Pay-Roll Allotment Drive—*quotas running about 50% above former figures.* These quotas are designed to reach the *new* money that's coming into the family income. Coming from millions of new workers . . . from women who never worked before . . . from millions who never before earned anything like what they are getting today!

The current War Bond effort is built around the *family* unit, and the Treasury Department now urges you to or-

ganize your War Bond *thinking*—and your War Bond *selling*—on the basis of your employees' *family* incomes. For details, get in touch with your local War Finance Committee which will supply you with all necessary material for the proper presentation of the new plan to your workers through your labor-management committees.

Today about 30,000,000 wage earners, in 175,000 plants, are buying War Bonds at the rate of nearly half a billion dollars a month. Great as this sum is, *it is not enough!* So turn-to today! Get this new *family income plan* working!



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
YOU'VE DONE YOUR BIT—NOW DO YOUR BEST
 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

This Space Is a Contribution to America's
 All-Out War Effort By

●●●●●●●●●●●●●● OCTOBER, 1943 ●●●●●●●●●●●●●●

Rules On "Coke"

Austin Tax Set

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

selling at prices in effect prior to September 1st with orders subject to adjustment when future definite rulings are obtained.

Industry prominents believe OPA has a tough nut to crack as far as this Industry is concerned for many jobbers and distributors are doing refurbishing work and installing new cabinets, all of which will create complicated problems which OPA will be called upon to settle in a fair and equitable manner.

Hole for Pennies

NEW YORK—Contending that any change in shape would create chaos because of the number of vending machines, a recent editorial in the *Daily News* nonetheless made a suggestion with regard to the new dime-colored pennies. Asserting that copper obviously couldn't be used, but that something had to be done to prevent getting that sad look from the cab driver who gets one of the steel coins in place of what the donor thinks is a dime tip, the *News* asked, "If the Chinese can, why can't we?" Their thought: Punch holes in the center of the coins, thus once and for all eliminating the present confusion, and at the same time saving a considerable amount of steel for other uses.

All in favor . . .

* * *

Judge: "What's the charge agin' this man?"

Officer: "Stealing nine bottles of beer, your honor."

Judge: "Discharged. I can't make a case out of nine bottles."

COIN
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FOR
OCTOBER
1943

RAY GUN OPERATORS

Cash In Now

WITH OUR FAMOUS CON-
VERSIONS. THOUSANDS
OF OUR UNITS NOW IN
USE

"AXIS RATS"
(HITLER—JAP)

FOR CHICKEN SAM AND
JAILBIRD

• • • • •
"SHOOT THE DIRTY RAT"
FOR BALLY BULL

• • • • •
"SHOOT THE YELLOW RAT"
FOR RAPID FIRE

• • • • •
All units consist of new figures
and attractive scenery. \$15.00
each F.O.B. San Antonio, Texas.

Sold by Leading Distributors
HAROLD W. THOMPSON
Seeburg Distributor

415 Carolina St.
San Antonio 3, Texas

Attention Manufacturers

Well known Distributor of merchandise and merchandise vending machine equipment, supplies and accessories, desires lines for exclusive distribution in 11 Western States.

Set up in every way to handle trade requirements for the duration. Financially in a position to handle on extremely reliable basis.

Interested in high grade lines only. All correspondence in strictest confidence. Reply to:

R. A. PARINA & COMPANY

156 9th St.

San Francisco 3, Calif.

AOLAC Holds Meet

LOS ANGELES—A special meeting of the membership of the Associated Operators of Los Angeles County, Inc., was held at the North Star Auditorium on September 23rd with "Curley" Robinson, managing director, presiding.

Robinson devoted his portion of the meeting to a discussion of politics and to urge the members to refrain from taking any part whatsoever in any campaigns or special issues in forthcoming elections. "Any member having political ambitions can turn in his resignation in this association and go ahead with said ambitions," said Robinson.

To substantiate his arguments Robinson produced a paper showing the undesirable publicity which befell the industry when two or three operators supported a political plot a short time back.

Robinson brought up the matter of minors being allowed to play marble tables and again warned members to make certain their locations see that no individuals under 21 are allowed to play.

Arthur Mohr, association attorney, gave a brief discussion on OPA rulings and his interpretations thereof. He contended that the government has put coin-controlled machines on the essential list by the mere classifying of them in the recent order.

Ray Adams, of the Tavern association, spoke briefly on his proposed trip East to alleviate supply shortages amongst his members. AOLAC members are vitally interested in the welfare of Tavern association members for most of the machines are located in such spots.

AOLAC member Sam Oser was welcomed home at the meeting. Oser recently received his medical discharge from the army after seeing service in North Africa.

Chicago Novelty Expands

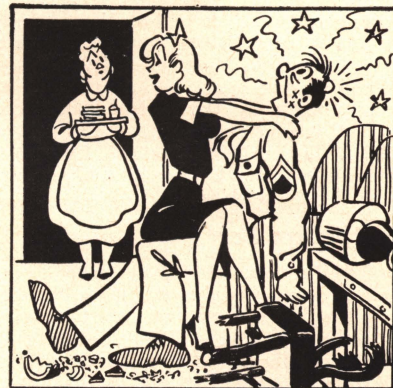
CHICAGO—Sam Winsberg, well known head of the Chicago Novelty Co., announces that his firm has taken on three additional factory buildings which will increase their space by another 3,000 square feet and permit them to amplify their service of reconditioning all types of coin-operated equipment.

In the past Chicago Novelty has specialized in rebuilding ray target guns. This will continue to be one of their specialties but in addition repairs and rebuilding of all types of equipment will be handled. The firm is already at work on marble tables, consoles, slots and various other types of machines.

Winsberg has been active in the coin machine field for a number of years and has a fine reputation in the trade.

* * *

A woman's way: If at first you don't succeed, cry, cry again.



It's all right, mamma—Jim proposed to me while you were fixing sandwiches!

RED, WHITE & BLUE TICKET DEALS

Full Size Craft Tickets	1930 RWB JAR DEAL Most Popular Ticket	All Tickets Sealed and Thoroughly Mixed
Dozen Lots \$36.00	LESS THAN DOZEN \$3.50 EACH Immediate Delivery. 25% Deposit With Order.	Write for Gross Lot Prices

NATIONAL MERCHANDISE CO. 1216 Walnut St.
Cincinnati, Ohio

Post War Planning For The Coin Machine Industry

By Max Hurvich
of the Birmingham, Ala., Vending Co.

ON all sides we hear and read about Post War Planning for every industry with the possible exception of the Coin Machine Industry. Of course I will be answered that coin machine manufacturers are already making plans to manufacture new machines—more beautiful and attractive than ever before—after the war. But, to my knowledge, no plans are being made to lift our industry out of the category it is in and place it on the level to which it is entitled.

I recently heard a brilliant talk by Paul Hoffman, president of Studebaker and chairman of Post War Planning for Business. One of the main thoughts left with me was "survey every possibility so that you will know what you are planning for."

In order to intelligently arrive at a Post War Plan we must survey the Coin Machine Industry. When I and my brother started in business back in 1931 we had no industry to speak of. Any woodworking shop could make a wooden box, dress it up a little, and be classified as a coin machine manufacturer. Or, some aggressive individuals arranged for a woodworking plant to make the so-called machine, and listed themselves as manufacturers. As most of you will recall, the prices on these machines were very low, but costs were less.

As time went on the coin machines were improved. Instead of wooden boxes with a few inexpensive gadgets, real effort was made to create coin machines that were attractive and that showed ingenuity. Instead of fly-by-night manufacturers a real industry was created. Business men installed machinery, bought buildings and established themselves as coin machine manufacturers. Soon the industry became so big that employment was given to thousands of men and women in the manufacturing of these machines. Thousands more were employed in kindred industries, such as the glass business, metal business, electrical supplies and the like.

In my humble opinion, this is where the manufacturers failed. Had a concerted effort been made to organize these manufacturers, much good could have been accomplished. In these days and times the mere mention of "Coin Machine Business" invites lifting of eyebrows. Despite the fact that a man has a good reputation in the community, and despite the fact that he conducts his coin machine business similar to thousands of others in business, he is immediately labeled in the "slot machine business," with all the aspersions this invites. In every community, people know the operator as a law-abiding citizen; in most instances a family man who raises his children in a decent manner. However, these same people feel that for some reason others in the "slot" machine business are racketeers and hoodlums. WHY?

Because of poor planning! And now, with every one else planning, let's get together to plan for the post war era. We realize that no coin machines are being manufactured. However, we know that coin machine manufacturers are keeping their plants operating on war work. From ads in the various coin machine magazines, we know these manufacturers are making plans to come out with new and more ingenious devices after the war. But why

not plan to think about a permanent future, instead of immediate profits after the war? Why should states, cities and towns pass licenses on our machines that are prohibitive? Why should machines be outlawed so that petty officials can create a situation that invites graft? Why should honest, intelligent coin machine operators and distributors be classed as undesirables? . . . because of ignorance on the part of the public.

Let's follow Mr. Paul Hoffman's advice. Let's survey our problems intelligently. Now that the price of coin machines has been established at a high level, it would be a simple matter for manufacturers to use part of this price for a fund to educate the public. Other industries spend thousands of dollars in educating the public. If such a fund is established, a big man could

THE AUTHOR

Max Hurvich of the Birmingham Vending Company, Birmingham, Alabama, has been active in the coin machine field for the past twelve years. He and his brother Harry, have distributed various types of equipment for the nation's leading manufacturers and have been affectionately known as "The Gold Dust Twins."

As Guest-Editor for October Max Hurvich sounds the keynote on the advantages of organized post war planning right now.

be employed to head such an organization. Not one who might be prejudiced one way or the other. Get a man who can command the respect of coin machine people, officials, and most of all . . . JOHN Q. PUBLIC.

Let this man conduct a survey as to the number of people employed by coin machine manufacturers! Let him conduct a survey as to the number of operators over the country, and the number of people they employ. Such a survey should include the number of family men, how many own their own homes, how many contribute to community efforts, and how many are active in charitable endeavors. To my knowledge,

in twelve years, no such survey has been conducted.

When this director has the facts, which I know will prove encouragingly startling, he can then publicize them as he sees fit. When these true facts become known to the public, no official would hesitate introducing legislation that would take this business out of the illegal status and classify it as it should be. Every man reading this article knows that very few officials will stick their necks out now to sponsor such legislation, even though they may know it is fair and necessary. As one legislator so aptly put it to us years ago, "It is much more popular for a politician to oppose coin machine legislation than to vote for it." Why? Because his constituents want him to oppose this "NEFARIOUS BUSINESS." When you hear derogatory remarks about anyone or any business, you believe these, if you aren't familiar with the facts. If you, and by you I again mean JOHN Q. PUBLIC, know all the facts, you cannot oppose anything that doesn't deserve to be opposed. Inherently, the American public is fair, and when they have the facts, their judgment is sound.

It is true we have had, and will have, undesirables in our industry. However, it is equally true that every business or profession has these undesirables. Because some minister is dishonest is no reason for us to condemn the entire ministry; because some doctor is discovered practicing unethical methods is no reason to say all doctors are in that category, and because some merchant is fleecing the public is no reason to condemn that business. As intelligent men and women, we put the blame where it belongs, and never think of including everyone. That is, in every instance except THE COIN MACHINE INDUSTRY.

In the early part of this article I suggested that the proper beginning be launched by the manufacturers. More than 90% of coin machines are manufactured in Chicago, and it would be much easier to organize this one city than it would be to start with jobbers and distributors all over the country. I am sure there are some manufacturers big enough, and who command enough respect from the industry, to undertake such planning. We can start from "scratch" after this war, with concrete information we have learned through ordeal. If such intelligent planning is

TURN PAGE

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FOR
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ANOTHER MONTH NEARER VICTORY!

HELP BRING IT CLOSER — BUY
MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

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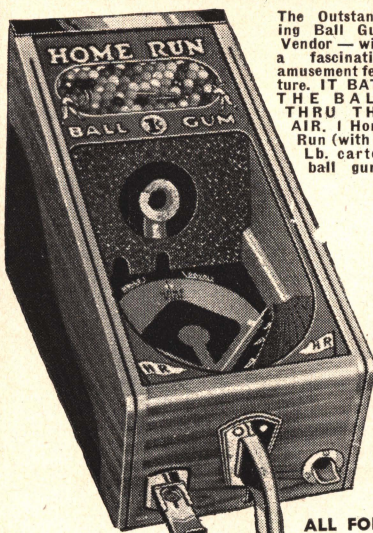
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HOME RUN

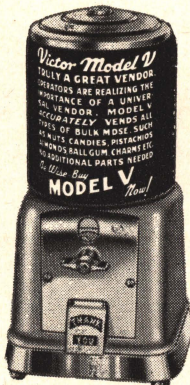


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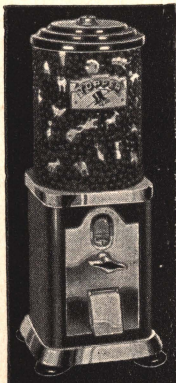
VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise — or 1000 to 1200 balls of gum. Standard Finish Model V only, \$8.50 Each.

(Porcelain Finish
\$1.00 additional)



Victor's TOPPER



Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish
Topper only . . .
\$7.95 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 Cash, balance C.O.D. (or send full amount and save C.O.D. charges.)

Products of VICTOR VENDING CORP.

PACIFIC COAST DISTRIBUTORS

RELIABLE NUT CO.

1823 South Hope St.
LOS ANGELES, CAL.

started now, every man and woman in this business will benefit for years to come, and manufacturers will benefit even more because they can plan on a permanent industry, and not have to base their plans on the possibility that "some territory is closed" and other territories MAY CLOSE DOWN.

LET'S GET STARTED!!!!

Rabkin on Coast

LOS ANGELES—William Rabkin, president of International Mutoscope Corporation, New York, paid the West Coast a surprise visit arriving here by plane September 16th.

Rabkin had been at Randolph Field, near San Antonio, Texas, demonstrating a new aircraft training device his firm has perfected and in which the government is expressing interest.

At present the Mutoscope factory is engaged 100% on war activity and more than 300 employees are now busy turning out essentials of war on prime and sub-contracts held by the firm.

Questioned as to his views and opinions on post war manufacturing in this industry, Rabkin stated that there was "one thing you can be positively sure of, and that is that post war equipment will be far superior, mechanically and in every other way, than machines produced prior to Pearl Harbor." Explaining his stand he said: "The plants of the industry which have converted to war work are now engaged in precision manufacturing of the very highest type. Everything must be exactly to specifications and as a result our employees are becoming precision craftsmen and their skills will be in evidence in equipment to follow after the war."

Asked if Mutoscope had a number of ideas and new machines ready for the post war era, Rabkin replied, "Naturally we've been busy on developing new ideas and have several ready but there is plenty of time to talk of them after Hitler and the Yellow Dogs of the East are treated with. Until then, we're building war equipment to the very capacity of our plant and we have received several commendations from the War Department for the excellency of the equipment coming out of the Mutoscope plant."

Penny Ban Asked

WASHINGTON — Senator Buck (R), Delaware, has had enough of the new penny which he contends "is shortchanging the nation."

Buck has introduced a bill which would withdraw the new steel one cent piece with the zinc coating and require coinage hereafter of pennies colored, shaped and designed to be readily distinguishable from dimes.

CAMP HUMOR

(EDITOR'S NOTE — So popular was the feature on World War Number Two Camp Humor in the July issue, we have decided to offer a few additional columns of typical Army Camp Humor of the present conflict.)

We have it on good authority the President told this story to Winston Churchill:

A sailor went to an auction where a parrot was being sold. He bid \$10 but was raised to \$15. He bid \$20 and was raised again. The bidding was continued until the sailor got the parrot for \$45.

"That's a lot to pay for a bird," the sailor told the auctioneer. "Can he talk?"

"Can he talk?" the auctioneer replied. "Who do you think was bidding against you?"

* * *

He had been in the Army one week and his sergeant asked:

"What do you think of the Army as far as you've gone?"

"I may like it after a while," he replied, "but just now I think there's too much drilling and fussing around between meals."

* * *

Sergeant: "Why is it important not to lose your head in an attack?"

Recruit: "Because there would be no place to put the helmet."

* * *

The recruit, keeping guard, heard someone advancing through the dark. "Halt, who goes there?" he challenged.

"The Commanding Officer," was the reply.

"Advance and be recognized, Sir."

The officer did so and then asked: "By the way, who posted you here?"

"No one, sir," said the recruit, "I'm just practicing."

* * *

A GI had met a new gal, who had made quite an impression on him.

"Will you be free tomorrow night?" he asked.

Said the cutie: "Well, not exactly free, but not very expensive."

* * *

"Milking the cow?"

"Nope, just feeling her pulse."

* * *

"Lieutenant, I can't stay for class today."

"Why not?"

"I don't feel well, sir."

"Where don't you feel well?"

"In class, sir."

* * *

"If you'll marry me, I'll take out a big insurance policy on my life so you will be well provided for."

"Yes, but suppose you don't die."

Information

FREE!

Write **MILLS NOVELTY COMPANY** 4100 Fullerton Avenue
Chicago, Illinois, for latest Coin Machine Information

IMPORTANT IT IS VERY NECESSARY THAT ALL ORDERS BE ACCOMPANIED WITH CONSUMERS OR SUPPLIERS CERTIFICATE ORDER L-265 ISSUED BY W.L.B.

The most thorough and complete "CHICKEN SAM" Change-over to "JAP" Ray Guns in the U.S.A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$179.50 $\frac{1}{3}$ Deposit, Balance C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C.O.D. charges, or \$60.00 with your order—balance of \$119.50 C.O.D.

ATTENTION

Seeburg Chicken Sam, Shoot the Jap and Shoot the Chutes Operators.

The following information will enable you to keep your equipment in operation and avoid loss of income due to the extreme shortage of 2A4G Tubes.

We can furnish No. 2051 Tubes individually boxed standard brands, any quantity, \$2.60 Ea.

TUBE SUBSTITUTION

Replacing 2A4G With 2051 Tube

Remove $2\frac{1}{2}$ volt filament leads No. 2 & 7. Connect No. 6 & 7 to ground. No. 8 to center tap of 3000 ohm resistor. No. 2 to positive side of 6 volt leads. Side of $2\frac{1}{2}$ volt lead connected to 125 volt winding to high voltage lead on filament of 80 tube.

LAMPS, 50¢; BOX OF TEN

Just received 10,000 Radio Panel Lamps suitable for Pin Games and many other purposes. Matchless Brand: No. 47, No. 46, No. 55—10 in a box, 50c per box of 10.

SIGN THIS 

CONSUMER'S CERTIFICATE

I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

Signature

Date

SEND WITH ORDER

If you find it necessary to REPLACE any TUBES in your coin-operated Machines, Phonographs, Ray-Guns, etc., we have on hand more than 50 numbers of hard-to-find TUBES at the following list prices only:

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4	\$1.65	5W4G ..	\$1.05	6B8G ..	\$1.35	6J7G ...	\$1.15	6SJ7GT\$1.15	7F7	\$1.65	30	\$1.05	56	\$0.85	
1B5/25S		5Y3G ..	.75	6C5G ..	1.05	6K7G ...	1.15	6SK7 ..	1.05	12SK7GT	31	1.05	5795	
.....	1.35	5Y4G ..	.80	6C6 ...	1.05	6K8GT..	1.35	6SQ7G7	 1.10	32	1.35	5895	
1H4G ..	1.05	5Z3 ...	1.15	6D6 ...	1.00	6L6G ..	2.00	1.15	12SQ7GT	35Z5GT ..	.85	7590	
1H5G ..	1.35	6A4 ...	1.65	6F5G ..	1.15	6L7 ...	1.65	6SR7 ..	1.05	1.10	3790	7695
2A3 ...	2.00	6A6 ...	1.65	6F6G ..	.95	6N7GT ..	1.65	6V6G ..	1.35	3790	38	1.15	7795
1Q5GT ..	1.65	6A7 ...	1.00	6F8G ..	1.35	6Q7 ...	1.35	6V6GT..	1.15	25L6GT ..	1.15	4190	7890
2051	2.60	6A8 ...	1.35	6H6GT ..	1.15	6Q7G ..	.90	6X5GT..	1.05	25Z5 ..	1.10	4290	79	1.65
5U4G ..	1.05	6B5	2.00	6J595	6R7G ..	1.15	6Z4/84 ..	1.10	2675	43	1.10	8075
5V4G ..	1.65	6B8 ...	2.00	6J7 ...	1.35	6SC7 ..	1.35	7B5	1.35	4585	47	1.15	83	1.35
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Every Order Subject to Prior Sale

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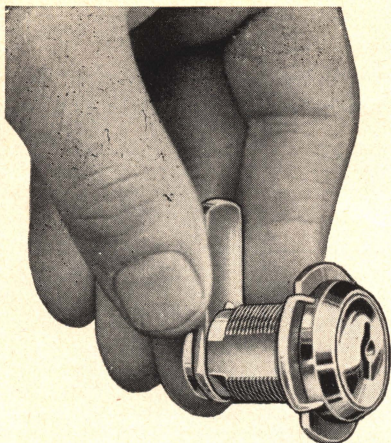
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Chicago, Illinois

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The Lock that resisted TEMPTATION...

Thieves armed with lock picks or stillson wrenches were usually wise enough to leave an ILCO severely alone. That's because ILCO COIN MACHINE LOCKS were *built to resist picking and forcing.*

OK before the war—even better after the war!

**INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS**

Branches in all Principal Cities

8

Bally Gives to Navy

CHICAGO—Bally Manufacturing Co. is helping the eager dedication of one great Navy crew to make it tougher for Tojo—and Adolph—by donating one important unit of the recreational equipment for their new carrier now being commissioned.

The unit given is a special communication system—speakers, amplifier, microphone, record changer, converter, etc., complete—for rebroadcasting recorded music throughout the various crew living quarters on the ship.

Details as to other urgently needed recreational material for this ship have been supplied to several other Chicago manufacturers and their announcements are expected as soon as procurement can be accomplished.

In compliance with war-time information restrictions, no details concerning the ship itself, even her name, are available. All arrangements were handled through proper Naval officers. It is anticipated that this information may be released for publication after the war.

In announcing the gift, Bally's President, Ray Moloney, stressed the desirability that the entire industry—manufacturers, distributors and operators—join immediately in raising an "Adopt a Fighting Ship" Fund to furnish similar recreational material for as many more of our new ships as we can.

He suggested that due to present war-time conditions, the coin-machine trade journals would be the best medium for putting this over. His proposal is that the publications unite in sponsoring the drive and set up a Chicago "Fund Headquarters." He feels certain that if the industry responds in its usual thorough fashion, Bally can arrange for proper Navy application of the fund collected.

Moloney reported that the idea developed through friendship with the Com-

mander of one of the new ships, who pointed out that although recreational equipment—as music, record supplies, athletic gear, card and checker-type games—is a valuable morale builder, it naturally cannot be provided as basic ship equipment. In moving to supply one such item for this ship, the greater idea of an industry-wide project was born.

He said, "The main point is that here's a most fitting way for our industry to do something extra and directly personal for some of our boys out there. Of course, we're all doing an all-out job now—we manufacturers in vital war production and every member of the distributing-operating fraternity in every individual way he can best serve.

"But all those efforts have concentrated on stark war needs—so it would be a great kick to tie right back to our peace-time livelihood by serving at least a part of these fighters' amusement needs.

"Naturally, the big reward is in doing

something personal for the boys, now. However, it ought to be a fine good-will effect for our post-war industry, too. After all, one of our ways of life these boys—and all of us—are fighting for is the right to go on dropping that nickle to hear a pet juke tune, to pick a favorite soft drink or to enjoy the thrill and exasperation of trying to put that ball in a scoring pocket.

"Knowing the instant, whole-hearted way this industry does things, I know we can make this 'Adopt a Fighting Ship' idea a great thing."

* * *

"Why so out of sorts, Jones?"

"Oh, I've had a very trying day. My office boy tried that old one about wanting the afternoon off to attend his grandmother's funeral and I decided to teach him a lesson, so I said I would go with him."

"Well, was it a good ball game?"

"It wasn't a ball game at all. It was his grandmother's funeral."

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MARBLES

GLASS—AGATE** Assorted colors, 5/8 Size. Perfect round. Uniform in size, work 100% in Ball Gum Machines. The answer to operator's prayer in B. G. Shortage.

Packed 20,000
to case

\$39.50

per case
F.O.B. Factory

1/2 Inch Marbles, 20,000 to Carton, only \$29.50

Sales limited to not over 5 cases to one customer at one time
Full Cash with order, NO C.O.D.

ROY TORR

2047-D So. 68th St., Phila. (42) Penna.

— If it is to be had — TORR can supply it —

OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

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15 ROCK-OLA SPECTRAVOX WITH PLAYMASTER
COMPLETELY REBUILT AND REFINISHED
LOOK LIKE NEW MACHINES
SOLD ON SIX MONTH GUARANTEE

10 WURLITZER NEW MODERNIZED VICTORY
CABINETS WITH 600 KEYBOARD MECHANISM
AND MODEL 24 MECHANISM
SOLD ON MONEY BACK GUARANTEE

GUARANTEED RECONDITIONED CONSOLES AND SLOTS

New Buckley Track Odds (Daily Double).....WRITE	Mills Three Bells (Rebuilt, Refin.).....WRITE
Mills Four Bells (Rebuilt in New Cab'ts).....WRITE	Bakers Pacer Daily Double 25c Play.....WRITE
Evans Lucky Lucre, 3-5c 2-25c play.....WRITE	Evans Lucky Lucre 5-5c Play.....WRITE
Bally Club Bells (Combination).....WRITE	Evans Lucky Stars (Late Models).....WRITE
Keeney Super Bells (Combinations).....WRITE	Bally Roll'em (Refinished).....WRITE
New Late Mills Jumbo Parade Payout.....WRITE	Bally Hi Hands (Refinished).....WRITE
Late Mills Jumbo Parade P.O., Recond.....WRITE	Pace Saratoga (Late Model Rail).....WRITE
Late Mills Jumbo Parade (Combination).....WRITE	Pace Reels (Late Model Rail).....WRITE
Mills Jumbo Parade Free-Play.....WRITE	Mills Blue Fronts 5c 10c 25c.....WRITE
Mills Q. T. (Late Models) 5c.....WRITE	Jennings 4 Star Chiefs 5c 10c 25c.....WRITE
Mills V. P. Bells Blue-Gold 5c.....WRITE	Mills V. P. Bells Chrome.....WRITE

GUARANTEED RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot-Your-Way-to-Tokyo.....WRITE	Mutoscope Skyfighter.....WRITE
Chicken Sam New Axis Rat (Conversion) WRITE	Genco Playball (Late Lite-up).....WRITE
Chicago Coin Hockey.....WRITE	Bally Rapid Fire.....WRITE
Keeney's Submarine.....WRITE	Keeney Anti-Aircraft (Refinished).....WRITE
Groetchen Mountain Climber.....WRITE	Scientific Batting Practice.....WRITE
Evans Tommy Guns.....WRITE	Crack Shot Moving Target.....WRITE
Peo Basket Ball (Floor Model).....WRITE	Kirk's Gues-ser Scales.....WRITE
Kirk's Blow Ball.....WRITE	Exhibit Rotary Merchandisers.....WRITE
Kicker and Catcher.....WRITE	Gottlieb 3-Way Gripper.....WRITE

RECONDITIONED WALL BOXES

Rock-Ola (New) 5-10-25c Wall Boxes.....WRITE	Seeburg Bar-o-matic 5-10-25c.....WRITE	Packard Pla-Mor Boxes.....WRITE
Rock-Ola 1501 Wall Boxes.....WRITE	Seeburg Select-o-matic.....WRITE	Buckley III 24 Boxes.....WRITE
Rock-Ola 1502 Bar Boxes.....WRITE	Used 30 Wire Cable.....25c foot	Keeney Wall Boxes

WANTED — USED MACHINES — HIGHEST CASH PRICE PAID

ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Ace Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Consoles, Slots, Wall Boxes, all makes; Mills Panorams.

Send list of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by air mail.

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

All Prices F.O.B. Los Angeles.

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Write Milwaukee for Special Price Quotations.

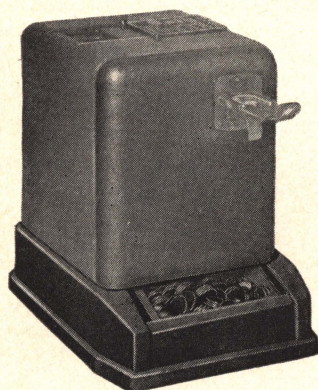
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COIN
MACHINE
REVIEW

9
FOR
OCTOBER
1943

NOW! A JACKPOT FOR YOUR VEST POCKET BELL



Something New Must Be Added To Help You Pay That \$100.00 Tax on a Vest Pocket. And THIS JACKPOT Attachment Will Double . . . Triple . . . Quadruple Your Vest Pocket Receipts.

- Simple
- Positive
- Foolproof
- Mechanically Perfect
- Finish, Blue and Gold
- Dumps Automatically
- Heavy Shatterproof Glass
- Hand Loaded
- Extra Heavy Cabinet
- Registers All Jackpots Paid

Can be attached to any Vest Pocket Bell in 20 minutes. Will pay for itself the first month.

SAMPLE
\$19.50

Certified deposit with order. Balance C.O.D.
Veeeder Counter \$2.50 extra.

Valley Specialty Co., Inc.

Builders of Winners for Operators
for 18 Years

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CON- GRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of The Coin Machine Review published monthly at Los Angeles, California, for October 1, 1943.
State of California
County of Los Angeles—ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Paul W. Blackford, who, having been duly sworn according to law, deposes and says that he is the Owner of the Coin Machine Review and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933 embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Paul W. Blackford, 1115 Venice Blvd., Los Angeles 15.

Editor—Paul W. Blackford, 1115 Venice Blvd., Los Angeles 15.

2. That the owner is: Paul W. Blackford, 1115 Venice Blvd., Los Angeles 15, Cal.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

PAUL W. BLACKFORD,
Owner.

Sworn to and subscribed before me this 25th day of September, 1943.
(Seal) J. B. SIMONS

(My commission expires Feb. 19, 1946)

Sugar Deliveries Down

WASHINGTON — Deliveries of beet sugar during the month of July showed a decrease of 13.44 per cent with 3,510,842 bags delivered. With a short crop in evidence this fall there is a decided trend toward a definite shrinkage in the volume of beet sugar distribution in the United States.

Beet acreage in the States is the lowest since 1922. A shortage of labor, plus a government program considered inadequate in beet trade circles, and the competition of other war crops are responsible factors. A special Ford Advisory Committee report to Secretary of Agriculture Wickard has recommended beet acreage reductions for 1944 and 1945.

Indications point towards a continual rationing of sugar and possible further reductions in the use of sugar for candy.

Sweet Young Thing: "Honey, I hope you are not on guard tonight."
GI: "Nope. Are you?"

WANTED CIGARETTE MACHINE ROUTES

We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!

R. A. PARINA & CO.
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San Francisco 3, Calif.

Postwar Plans Offered

WASHINGTON—"When the war ends we shall be faced with the biggest employment problem in our history," declares Anthony Hyde of the Committee for Economic Development. "There will be more than 10,000,000 in the armed forces and millions more in war work, most of whom will want peacetime jobs."

The Committee for Economic Development has a concrete, workable program to help business to provide jobs and provide them quickly once the shooting stops.

One part of this program is to stimulate private business, on a company-by-company basis in each community, to plan now for postwar employment. To do this a Committee for Economic Development is being organized in each community. The goal has been set at 1200 to 1500 committees, which will mean that C. E. D. will be in every town of 10,000 or more persons and in many smaller communities.

Through these local committees, it is hoped that most of the 2,000,000 businessmen who employ one or more persons may be reached.

The Committee for Economic Development, headed by Paul G. Hoffman, President of the Studebaker Corporation, has prepared a valuable manual entitled "Plan Postwar Jobs—Now." The manual sets forth the plans of C. E. D., outlines steps to be taken now for postwar activity, provides charts showing purchasing power of individual citizens in the postwar era and work sheets on which to compile figures in preparing your post war plans. A copy may be had by writing direct to the Committee for Economic Development, Suite 3311, Department of Commerce Building, Washington 25, D. C., and mentioning this publication.

* * *

Friend (visiting patient in hospital)—
"Say, Fred, that's sure a swell-looking nurse you've got."

Fred—"I hadn't noticed."

Friend—"Great Scott! I had no idea you were that sick."

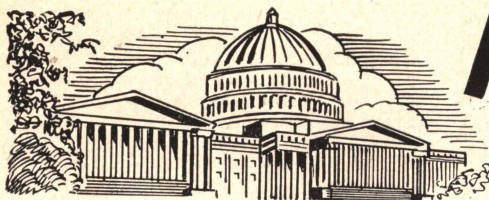
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for Quality*
Quality Products Will
Last for the Duration
D. GOTTLIEB & CO.
CHICAGO

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Make It Tell Your Story With
Style and Speed!

We tell the Coin Machine Industry story as you would! See for yourself why we defy competition . . . let us handle your next printing job! Remember—we beat quotations from all printing plants in the West! Get the best for the least!

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128 So. Alma St., Los Angeles 33, AN 16077



National News Notes



DES MOINES—An increase of 168 percent in tax collections from coin operated equipment for the July and August period over the same period of a year ago has been announced by the Internal Revenue Collector's office for this area. Collections amounted to \$247,735 and a good share of the increase can be attributed to the doubling of the \$50 slot tax to \$100.

NEW YORK—The Honor Bar, signifying that the bearer has made eight blood donations, will soon be on the proud chest of Irving Mitchell. Irving is now wearing the gold button which is awarded upon the sixth donation. When Irv gets his Honor Bar he'll be retired temporarily for eight pints is the maximum allotment for one individual.

BALTIMORE—Charles H. Scheel is now in the army and at present is stationed at a California flying field. Scheel was formerly associated with Julius Cohen in the operation of music, cigarette vendors and marble tables.

AUSTIN, Tex.—Automatic phonographs have gone to college at the University of Texas. After a successful season of providing dance music in the students' open air corral the student union management has declared the automatic phonograph an essential part of the recreational equipment. Equipment is being moved in

doors for the winter and the phonos will provide the music for dance parties.

PHILADELPHIA—Max Brown intends to dispose of his local Arcade and move to Atlantic City to take over the Arcades of his brother who is leaving for army service. Brown's local Arcade is one of the Quaker City's largest and has more than \$80,000 worth of equipment in operation. Brown will maintain his interests in two other Arcades here now operating on a partnership basis.

NEW YORK—George Ponser is back in the East after a business trip to Chicago and is quite excited about a new device which can be used in conjunction with the Panoram making it possible for the patron to view a subject privately while the sound track is heard publicly. Idea was developed on West Coast and makes the Panoram its own ballyhooing device.

MEXICO CITY—Activity in the automatic phonograph field here has shown a tremendous growth in recent months, mainly attributable to the growth of the local American colony and the return of Mexican agricultural workers from the States where they have acquired American record tastes. Some principles state the business has trebled in the last three months.

DETROIT—On October 22nd the case of the United Music Operators of Michigan against the RCA Manufacturing Co. is scheduled to go to trial. Operators contend that RCA's policy of requiring one record turn-in for each new record purchased is discriminatory and in violation of the Michigan Fair Trade Law, for civilian purchasers are not required to follow the same procedure. Suit was brought by Eddie Clemons of Modern Music, UMO member.

NEW YORK—John Morales, formerly with Rowe at Belleville, N. J.; and Angelo Chirido, of DuGrenier; have joined with Julius A. Levy in installing a complete repair and spray shop for handling all types of coin operated vending machine equipment at the local headquarters of Arthur H. DuGrenier, Inc.

AUSTIN, Tex.—The Commodore, a large barge on Lake Austin, is now one of the hot spots for dance fans who are enjoying the nightly dances to the music of an automatic phonograph. Barge was built by attorney Marion W. Fowler for the use and enjoyment of himself and his friends. Numerous requests for its use for private parties led Fowler to believe it would prove a popular spot if operated commercially. Nightly dancing and picnicking parties have proved he was right.

NEW YORK—Mr. and Mrs. Al Cohen (Asco Vending) are the proud parents of a beautiful, blue-eyed, blonde, three-month-old baby girl, adopted a few weeks ago. Child has been named Pearl in honor of Mrs. Cohen's mother.

NEW YORK—Eddie Kossof, former collector for Davy Lowy, has joined the navy. Davy gave a farewell dinner for Eddie before he left on September 14th.

MINNEAPOLIS—Amos Heilicher is entering the jobbing field and opening headquarters on Glenwood Avenue. Associated with him will be Al Platinick, formerly of the Minnesota Games Co., as head of service. Amos has a route of machines as well.

BROOKLYN, N. Y.—Willie Blatt is back at Supreme Enterprises after a brief sojourn in Florida. While there Willie and Irv. Sommers spent some time together.

BALTIMORE—Liberty Amusement Co., is the name of a new coin machine partnership composed of S. Carl Mantell and Milton Adler, both well known personalities in this field. Pair will merge their operations and extend them and also plan on opening an arcade shortly.

LONG ISLAND CITY, N. Y.—Al Blendow is kept busy at International Mutoscope Corporation entertaining visiting coinmen who still drop in to say hello to Mutoscope executives. On a particularly busy day recently Al had Al Rodstein and Louis Schwartz, Philadelphia, and Ken Wilson of Little Rock and Dallas, in tow.

PORTLAND, Ore.—Coin machine taxes sagged to a mere \$103.75 during September from a \$15,000,000 high in August. Decline was due to new rulings in Mult-

TURN PAGE

COIN
MACHINE
REVIEW

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*Necessity is the Mother of Invention.
As a result we offer,*

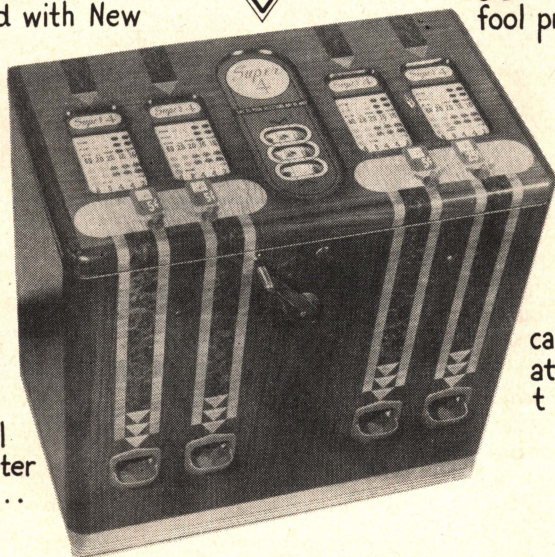
We have converted Mills
Bell Mechanism into our
Four Unit Automatic Cash
Payout, each machine is
equipped with New



Pre-war Cabinet and
slug ejector with our
new simple Unit makes

SUPER 4
fool proof.

SUPER 4
can be
had in
4 nickel
or 3 nickel
and 1 quarter
play



4
can play
at one
time.

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SELLING FAST, HURRY!

GOOD GAMES! GOOD BUYS!!

ALL MACHINES IN GOOD
SHAPE, RIGHT OFF LOCA-
TION — EVERY ONE COM-
PLETELY CHECKED,
CLEANED—AND READY TO
MAKE YOU MONEY!



ONE-BALLS

1 Thistledown	\$50.00
1 Winning Ticket	75.00
1 Sport Page	40.00
1 Mills 1-2-3	40.00
1 Pacemaker	90.00
2 Hawthornes	40.00
9 Eureka's, Each	35.00
1 Gold Cup	45.00
2 Turf Champs, Each	30.00
1 Ascot Derby	29.50
1 Bally Belmont	15.00

ARCADE EQUIPMENT

Western Baseball	\$65.00
Bally Alley	34.50
Exhibit Duck Ray Rifle, aluminum pedal stand	64.50

FIVE-BALL FREE PLAY PIN GAMES

\$14.50

3 Double Feature	1 On Deck	1 Chevron
2 Triumph	1 Playmate	2 Yacht Club
2 Vacation	1 Punch	1 Cadillac

\$24.50

1 Doughboy	1 Band Wagon
2 Big Show	1 Dixie
1 Formation	1 Paradise
1 All American	1 Cross Line
1 Stratoliner	1 Score-a-Line

\$19.50

2 Rotation	1 Drum Major
1 Rink	1 Jolly
1 Short Stop	1 Mr. Chips
1 Commander	1 Big Town
1 Mascot	1 Powerhouse
1 Ali Baba	1 Roky
1 Holdover	1 Blondie
1 Speed Demon	1 Landslide
2 Gottlieb Bowling	

\$29.50

1 Big Chief	1 Sport Parade	1 Keen-a-Ball
1 Silver Skates	1 Broadcast	1 Gold Star

\$44.50

2 Show Boats
1 Towers

Terms: $\frac{1}{3}$ Deposit With All Orders. Balance Shipped C. O. D. or Sight Draft.

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nomah County Circuit Court which had operators in a quandry as to how and how much to pay. State made no effort to collect until matter is cleared up.

LOS ANGELES—The local police department is somewhat irked at local Arcade operators and has indicated a midnight closing hour will be established. Recently organized California Penny Arcade Association is practically stale-mated with little interest shown in the group by local operators. As a result the closing order will probably come through without opposition from the Association despite the fact that midnight to 2 a. m. are generally the peak hours in downtown Arcades. At a special recent meeting called to discuss the problem only five operators put in an appearance.

CLEVELAND—Peter Lukich was re-elected president of the Cleveland Phonograph Merchants' Association at a recent meeting. Other officers re-elected included Jack Cohen, vice-president; George DeFrieze, treasurer, and Leo Dixon, secretary. Board comprises Sanford Lavine, Robert Perrin, Hyman Silverstein, Harry Lief and Gary Weber.

MONTGOMERY, Ala. — Alabama's strict liquor laws which prohibit use of music and dim lights where whiskey is sold, have been temporarily modified for spots catering exclusively to members of the military. Civilians can be admitted to these chosen few spots only when escorted by military personnel.

Runyon Has Tubes

NEWARK, N. J.—Runyon Sales Co. of this city has one of the largest stocks of radio tubes for various types of coin-controlled equipment to be found in the country today.

Herman Perin, Runyon salesman, has been on the road scouring the country for the hard-to-find tubes that have caused operators so many worries in the past.

"If you are up against it for tubes," says Perin, "we may have just what you want."

MISSISSIPPI

NATCHEZ, Mississippi—Some cities of this state including Natchez now have a curfew of 10 o'clock on week nights and midnight on Saturdays for locations with "phonos," but despite this and the fact that in some localities the places close all day Sunday, business is still booming in the Magnolia state.

Operators including the F and N Amusement Co., Seramac Novelty Co., Eidt's Novelty Co., operated by Bill Eidt, Lee Delaney, J. O. Modisette, and others declare their business was never better. A number of army camps have aided the coin machine business in the state as there are soldiers in these camps from all over the nation and all are good coin machine patrons.

Slots are not permitted to operate at many places in the state, but across the river in Louisiana the slots do a "land office" business. Ham. B. Nelson, operator of the Ferriday and Natchez Amusement

Co. has a number of slots operating in Ferriday, La., Wildsville, Lake St. John, Wisner, Winnsboro, Sicily Island, St. Joseph, Newellton, while operators in Ferriday, Monroe and the other places in the state also operate on an extensive scale.

Wadley Craig, well known operator of the P. I. Co., has taken a defense job with the Higgins Co. in New Orleans and has turned over his operations to his brother, Quincy Craig, who is on leave from the U. S. Engineers for three months.

Private James C. Culpepper, son-in-law of Ham B. Nelson, well known Natchez operator, is now on maneuvers in California. Private Culpepper, who has been in the service over a year, was manager of the F and N Co. in Ferriday, La., and in Natchez, prior to his induction in the armed forces. He and Mrs. Culpepper are receiving congratulations on the recent arrival of a baby girl, born at the Natchez Sanitorium.

Frank J. Perrault, Jr., service man of the Seramac Novelty Co. of Natchez, who has been located at Camp Van Dorn, Mississippi, with this company for several months past, has been accepted in the U. S. Navy and has been assigned to the Naval Air Corps. He has been sent to Pensacola, Florida, for "boot" training. Frank was formerly stationed at Jackson, Miss. The owner of the Seramac Co., also called the Service Novelty Co., is Buster Williams, who is also in the armed services and is stationed at Shepherd Field, Texas, where he is a member of the army air corps.

Richard S. Sanguinetti, operator of the J and J Co. who was recently inducted from Natchez, at Camp Shelby, Mississippi, is now stationed at Pensacola, Florida, where he is with the Naval Air Corps.

Thomas Piazza has taken over the management of the Service Novelty Co.'s business in Natchez, Miss., succeeding Frank Perrault who has been called to the colors. Piazza has a brother, D. N., who is in the Seabees and is located at the present time in Alaska.

Bill Eidt, owner of the Windmill Amusement Co. and one of the largest operators in this section, has returned from a recent buying trip to Monroe, La., and Jackson, Miss., where he bought a number of new coin machines. Bill was recently discharged from the army because of bad health.

Frank J. Eidt, brother of Bill Eidt, who was assisting his brother in the operation of the business, is now stationed at Camp Rucker, Alabama, following his recent induction at Camp Shelby, Mississippi.

Harold M. Case

We Specialize IN GUARANTEED, REBUILT SLOTS, CONSOLES and RACES

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PARTS and SUPPLIES

BAKER NOVELTY CO., Inc.

1700 W. Washington Boulevard
CHICAGO 12, ILLINOIS

Mutoscope and the War Effort

By
ELIAS E. SUGARMAN

IF you were to turn the pages of a calendar in order to measure the time that has elapsed since the International Mutoscope Corporation was converted from a factory specializing in coin-operated amusement devices to a war plant, the transition period would be small indeed. Yet to us at Mutoscope, who think in terms of accomplishment, it seems like many years ago that Mutoscope, under a peacetime economy, was turning out in rapid-fire fashion such items as Photomatics, Sky Fighters, Ace Bombers, Drive Mobiles and many other coin-controlled items familiar to the trade.

Mutoscope is today—as the carnival spieler would put it—a genuine, 100 per cent, 14-karat war plant. With all the fixings and something more besides. The compact building and auxiliary structures at Eleventh Street near 44th Drive in the great industrial area of Long Island City is playing an important part in winning the war. At least in our humble opinion, which has been supported on occasion by unsolicited statements of commendation from officials of various branches of our nation's armed services.

When William Rabkin took over what was then known as the International Mutoscope Reel Co. in 1920, he must have known that some day he would be included in the select company of leading manufacturers catering to the needs of the coin machine industry. The story of the success of Mutoscope is too well known in the trade to bear repetition here. Yet he could not have visualized that in about 21 years the entire picture would be repainted and a company that had been devoted to fabricating devices to amuse millions would be using the self-same machine tools (with many others added) to supply instruments, parts and devices that form part of the long and lethal arm of Uncle Sam in his struggle to exterminate threats to our way of living in every nook and cranny of a tired and bleeding world. Such are the fortunes of war and so ingenious are those who belong to the race that inhabits most of the North American continent. For Mutoscope is not a separate, detached entity. Bill Rabkin's company is a microcosm not only of the United States but of the world of free peoples.

Here, in the comparatively small space occupied by our plant, are descendants of practically every nationality and race. There are all kinds of cultures, races and creeds thrown together, living harmoniously and dedicated to the single purpose of doing

everything within their power to preserve the kind of life their forebearers visualized when they emigrated here and which they have come to recognize as the only life that caters to the dignity of man.

Thanks to the foresight of Bill Rabkin, Mutoscope was not as unprepared for the transition as were our forces in Pearl Harbor on the fateful day of December 7, 1941. It did not take the slogan, "Remember Pearl Harbor!" to awaken Mutoscope to its duty and responsibility in the world crisis. To be more exact, it was many months before the Nips sneaked up on

Pearl Harbor and other outposts in the far Pacific that Mutoscope began moving things around to prepare for a war set-up. When the blazing headlines of Jap treachery were being read by shocked citizens, Mutoscope was already engaged in making precision instruments for the Frankford Arsenal. In the same plant Photomatics were still coming off the assembly line. So were Drive Mobiles, Sky Fighters, and Ace Bombers but Mutoscopers (as our employees like to call themselves) were already getting a taste of things to come. Each time a shipment of Photomatics and other of our "babies" left the plant there was more than one wistful glance directed at the packing cases and far back in the thoughts of the onlookers was the nagging question, "How much longer?" The Japs supplied the answer on December 7.

(See MUTOSCOPE, Page 16)

ARCADE MACHINES AND SUPPLIES

ALL MACHINES FACTORY REBUILT—MOST ARE BEAUTIFULLY REPAINTED
BETTER THAN NEW! WE STILL HAVE THE MOST EXTENSIVE SELECTION
OF ARCADE EQUIPMENT AVAILABLE. GOING FAST! ANY PART
FOR ANY PIN GAME OR PENNY ARCADE MACHINE!

Exhibit Floor Size Card Vending Machine	\$ 25.00
Super Grip Mounted on Floor Cabinet and Beautiful Signs	\$ 55.00
Doraldina (Grandmother) with Life-Size Figure, Large Floor Size Machine, Beautifully Repainted, Wax Figure, Retouched Expertly, Looks Like New	350.00
Gottlieb Moving Target on Beautiful Floor Cabinet	50.00
Groetchen Skill Jump, New Model with Stand	65.00
Gatter Automatic Bowling Alley (Pin Game Size)	35.00
Scientific Baseball (Upright)	10.00
Goofy Golf, Roll Down, High Score, Beautiful Back, Light Up, 6"x2"	109.00
Educated Dog, Roovers (Animated Figure) Fortune Teller	110.00

Chicken Sam converted to Battle Royal	\$125.00	Aeromatic Basketball	\$ 65.00
Radio Rifles	75.00	Exhibit Astrology (12 Slots)	55.00
Supreme (To Tokyo) Gun	300.00	Exhibit Color of Eyes (12 Slots)	55.00
Light House Grip, very attractive	125.00	Exhibit Color of Hair (12 Slots)	55.00
Exhibit Aviation Hi-Striker	150.00	Exhibit Floor Size Card Vendors	25.00
Exhibit Bicycle Trainer	115.00	Exhibit Horoscope (12 Slots)	55.00
Exhibit Chinning Rings	175.00	Exhibit Kismet	225.00
Exhibit Foot Ease Vitalizer	75.00	Exhibit Love Meters, Each	25.00
Exhibit Grandfather's Clock Grip	125.00	Exhibit Mystic Eye	225.00
Exhibit Hi-Ball (Att. Repainted)	89.50	Exhibit Palm Card Vendors	60.00
Exhibit K.O. Puncher	150.00	Exhibit Radiogram	225.00
Exhibit Over the Fence	85.00	Exhibit Ramaseses	200.00
Exhibit Punching Bag Trainer	225.00	Benedict's 12 Slots Horoscope	95.00
Exhibit Star Striker	125.00	Gypsy Palmist (Palm Reader), Fl. Size	100.00
Exhibit Striking Clock Grip	125.00	Happy Home	45.00
Ball Grip	125.00	Human Analyst	115.00
Barnhardt Dial Striker	125.00	Little Wizard Fortune Teller	15.00
Combination Grip & Lift	85.00	Love Letter (Vends Paper Fortunes)	75.00
Electric Shocker, floor size cabinet	65.00	Mystic Mirror Fortune Teller	95.00
Knockout Fighters (2 players)	165.00	Planatellus—Fortune Teller	100.00
Litter	60.00	Rockola Talkie Horoscope	165.00
Mills Large Size Floor Size Elec. Shocker	150.00	Spinning Wheels of Fate (Fl. Model)	32.50
Mills Punching Bag	150.00	Teller Viso-Graph Fortune	95.00
Red Top Lift	85.00	Kirk Astrology Scale	85.00
Rosenfeld Grip & Lift, Large Dial	95.00	Watling Low Model Scale	85.00
Rosenfeld Grip & Lift, Lite Up Tower	95.00	Watling Floor Model Scales	15.00
Seeburg Hockey	75.00	Small Ideal Scale	35.00
Mutoscope Hurdle Hop	45.00	Aero Basketball	85.00
Mutoscope Windmill Grip	125.00	Baffle Basketball	45.00
Mutoscope Thighraph	165.00	Scientific Batting Practice	115.00
Groetchen Skill Jump	37.50	Rockola World Series	85.00
Seeburg Sportsman, Vends Prizes for Skill	95.00	Western Baseball, Deluxe	125.00
Kue Ball, used	30.00	Western Baseball, 1939	79.50
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Holly Grip	12.50	Poison the Rat, New	25.00	Texas Leaguer, Keeney's	35.00
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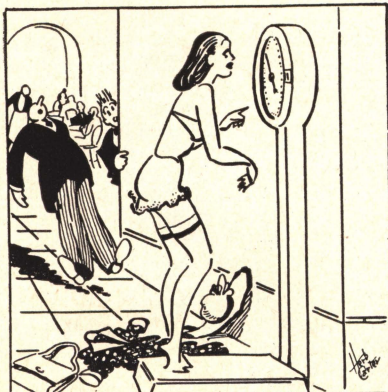
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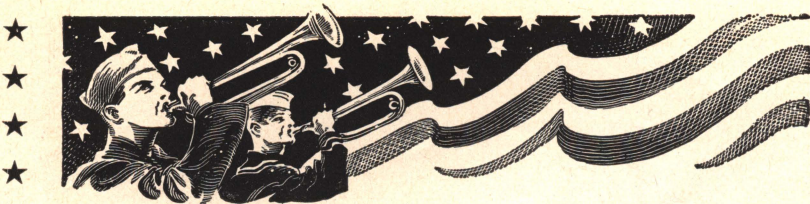


Proprietor, there's something wrong here!

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FOR
OCTOBER
1943



★ From Our Boys In Uniform ★

Dear Mr. Blackford:

You'll probably be surprised to receive a letter from this camp, which must remain nameless. But things happen fast in the army and so did my transfer here. I'll probably stay at this post for quite a while studying to be a radio maintenance man.

The schedule here is very different from the one I had at my regular organization. Yesterday, for example, I hiked five miles and did calisthenics and drill for four additional hours. At the end of that program, which was supposed to be an easy one for most of the men in the squad were new arrivals, I hit the bunk and didn't get up until roll call at 5:55 A.M.

Today, due to inclement weather, we only drilled for two hours and then attended a lecture. This first week is a

"building up" period, though the way I feel now it is a "breaking down" period.

My arrival in this camp was quite unusual and abrupt. I, and another fellow assigned here, had missed our planned train and had to maneuver rapidly to get another train to this over-populated town of about 2000 people and six houses. We managed to catch the last train to this village and we drowsily rode for a considerable time. Suddenly the conductress secretly whispered the town's name and before either of us could get halfway down the aisle to the door the train had jerked off again. We dashed to the door and leaped to the ground for the hamlet didn't rate a regular platform. Fortunately, we both landed on our feet. Luckily we had sent our barracks bags ahead by express.

The EM's and officers here are real sol-

diers. By that I mean tough, experienced men just rarin' for action. Though I'm only here for special training in a technical course I'm sure that the special drilling, obstacle course runnings, and similar runs will put me in that enviable category for which my previous desk assignment hardly conditioned me.

I've had an interest in radio for a considerable period but until now it was merely in the role of a spectator. Now, under the training I will receive here, I should really become something of an expert on G. I. sets anyway. (G. E. sets can follow after the war.)

There's nothing more I can tell you about this place except that the fellows here are getting as much a kick out of the "Six Glamour Girls" as the lads did in the old camp. The portfolio is making the rounds of the various tents, for we sleep in tents in real soldierly fashion. Thanks.

Private Harry Bortnick

(The following letter from Harold Deutsch from somewhere in North Africa is being published through the courtesy of Mutoscope. Harold was in the art department at Mutoscope before he joined up. His comments on Africa are very interesting.—EDITOR)

Dear Editor:

Even 5,000 miles of oceans, plains and mountains can't keep me quiet. They couldn't do it while I worked for Mutoscope and they can't do it now. This is the voice of the Art Department, which was at one time stuck away in any old corner but since the War began has been shelved and stored away for duration. But it's not dead! It was the life and color of Mutoscope at one time and it has no intention of being forgotten even though its men are flung all over this world. Most other departments have gone and lost a few men to Uncle Sam, but the Art Department went all out.

But now about me. I'm still in North Africa and still stationed where I was the last time I wrote you. The climate is warm or hot, as you like, and it hasn't rained for months. The beaches are plentiful and once a week you will find me (if you care to look) at one of the many expansive beaches basking in the sun or dipping my torso in the cool waters of the Blue Mediterranean. I guess you're wondering if I was sent over to fight a War or on a vacation. Who said you can't mix business with pleasure?

But I do work. I am one of those lucky guys who has a soft job pushing a pencil around known in Army Circles as a Pencil Pusher. Voila! Speak a damn good French, too. We and I work a six-and-a-half day week and we're kept pretty busy but when we get off. Wow! I have been having a swell time. The women around here are something to look at and it's a tough job doing anything else but look. But I manage, thanks to the blackout !!!

And Arabs, you know the kind you find in *Esquire* and pictures like the "Road to Morocco"; well Bud, that's the only place you'll find them like that. They are the dirtiest people I've ever come across and I've come across some dirty people. It doesn't pay to make eyes at an Arab woman, dressed in her dirty white robe with a veil across her nose. Some are fairly pretty but you'd be surprised to find out how jealous their husbands are. No, I'll take my Arabs from *Esquire*.

This town, though, is full of people. Walking down its Main Street about 6 o'clock is like walking up Broadway in the 40's. You'd never know there was a war going until 8:30 when everything closes

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Announcing **BRAZIL** CONVERTED FROM (DO-RE-MI)

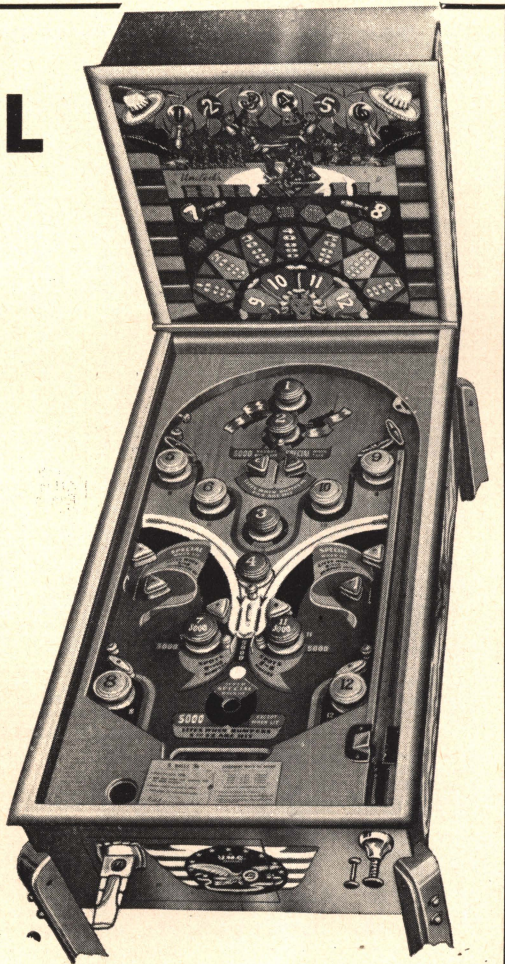
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down and all is blacked out. The city is just like any small city in the States except for a little different architecture. It's modern. Has buses, trolleys and rather modern ones, too. You have probably heard many stories about North Africa and lots of them are true but you won't hear them from me because I'm here in this big city where life resembles that of any city back home except that it is missing the luxuries we have and many ultra-modern conveniences.

But I have no complaint and am living like a king. The only interesting place is the Arab quarter but it's off post and no soldier, sailor or marine is allowed through and I wouldn't know why anyone would want to go through it in the first place. But I have been as near to it as they allow and believe me there is no place like it anywhere. But I've learned one thing from my travels: Don't believe a travel pamphlet.

Well I guess this is enough of this nonsense for this time. Just thought I'd write and let you know that we boys are still around and waiting for the day that this is all over so that we can get back to the life and work we all love.

Harold (Rembrandt)

Saving Program Planned

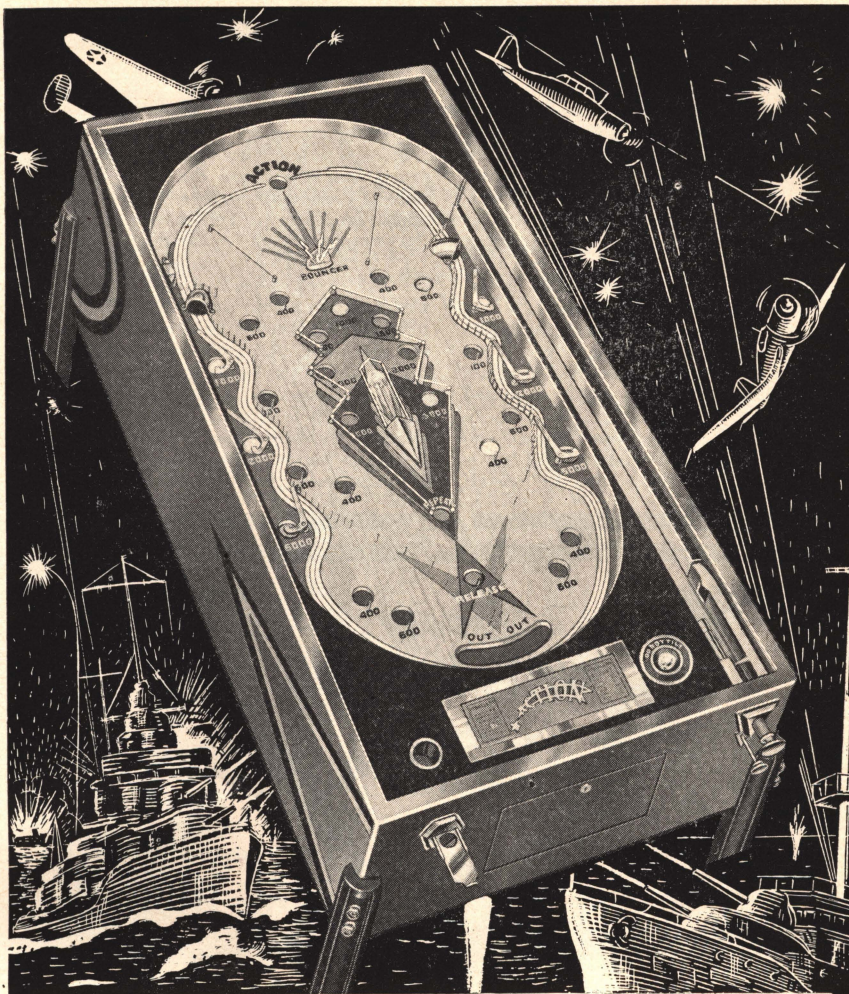
NEW YORK—"The banks of the country are working on a plan to induce millions of Americans who are now saving regularly for the purchase of war bonds, to continue the same schedule of thrift when peace comes," according to Glenn Griswold, editor of *Planning*, a new business service devoted exclusively to postwar planning.

"The idea is to continue without interruption the program of payroll deductions, the proceeds to be used for the creation of life estates under the guidance of the individual banks in which savers have their accounts," Griswold revealed. "Despite low interest rates prevailing today, leading bankers feel that the government is now taking over the job of creating a real sense of thrift in America on which banks have spent millions without too much success in the past. When interest rates return to normal, a tremendous volume of business will be made to order for them.

"Organized banking missed a similar opportunity after the First World War because bankers could not agree on the form of the organization or the leaders to carry out the plan. The opportunity is even greater today, and if present plans are carried out, the government will have inculcated a permanent habit of thrift in the American people, and will create a tremendous and profitable market for the savings banks of the country when interest rates return to normal."



Hello! We won, momma!



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1943

ACTION IS THE WORD FOR *Bally* PRODUCTS

ACTION was the name of Bally's 1935 pin-game hit. And ACTION is the word for Bally* products today. Bally* products are in action on all fronts and on the high seas, blasting the enemy out of the sea and the sky... protecting the lives of American fighters.

Bally* engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And Bally's* performance in war production is a forecast of Bally's* performance in the victorious future.



*War products manufactured by Bally organization are on contracts in the name of Lion Mfg. Corporation, of which Bally Mfg. Company is a division.

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MUTOSCOPE

(Continued from Page 13)

Once war was declared Mutoscope lost no time in completing the conversion process. Our company was ideally equipped to tackle what was for other plants an almost insurmountable task. That is, other plants in the amusement machine business. Mutoscope, it must be confessed, was at an advantage because it had manufactured its own parts in its own plant for the various units marketed under its trade name. Unlike other plants in the same field it wasn't an assembly plant with a minimum of machine tools and equipment. First, last and always under its peacetime program Mutoscope had been a thoroughly equipped machine shop. There might have been friendly but competitive manufacturers who chided Bill Rabkin for delving so deeply into the production mess but he proved

eventually that there was a method to his alleged madness. The soundness of his policy was demonstrated when it became known in the industry that Mutoscope products last longer, which all must agree is a rather important factor in the operation of amusement machines. Mutoscope devices lasted longer because the parts that comprised them were made with care and unique engineering and machining skill by the company whose name they bore.

Changes had to be made in the machine set-up. There wasn't a department that was not affected in some way. This was to be expected. But the basic ingredients were already there. All that was needed was a reshuffling of the cards in a complete deck.

We observed as we scanned the hectic scene of Uncle Sam's home front that the aircraft industry was sorely in need of precision parts and instruments. This was the first step. It looks simple on paper

but ask any mechanical engineer what it means to convert a plant that had manufactured items that had to work but which did not require real precision from a mechanical standpoint, to one that turns out devices and parts with tolerances of one-tenth of a thousandth of an inch. For amusement devices tolerances, when needed, run a few thousandths of an inch. By way of illustration, the average human hair measures in thickness about three thousandths of an inch. In taking on contracts for aircraft precision instruments and parts we had to reduce this tolerance to one tenth of a thousandth of an inch. That Mutoscope not only succeeded in making this transition but did it sensationally well is testified by the remarkably low percentage of rejections and constant re-orders.

Of course, Mutoscope did not enter the precision field without acquiring additional machine tools of a more precise nature. But the backbone of the production setup today is the machines that formerly milled, ground, turned, reamed, drilled and finished parts for amusement devices. Despite our necessary expansion in manpower an appreciable percentage of the men who turn out parts for Uncle Sam today were employed in Mutoscope's peacetime shops. Mutoscope is proud of this for many and obvious reasons.

Today—more than 23 months since the first war job was put into work at our plant—Mutoscope looks back at an interesting array of achievements and is by no means resting on its laurels. In fact, many of the jobs that initiated us into the mysteries of war production are still being turned out. Mutoscope is, in fact, a busy network of productivity. There are war plants that turn out a single item day in and day out, not excluding nights. This wasn't Mutoscope's fate. There have been items, as already stated, that we have been turning out from the start and with few interruptions. Yet there is a constant influx of new problems and projects. In the field of precision work for war use, quantity is important but quality is even more important. For that reason Mutoscope measures its success not alone by pieces turned out but by accuracy as well. A plant that turns 'em out fast can get them back as rejects even faster. Uncle Sam is a tough boss to please and today Mutoscope recognizes only one boss—the fellow with the young face, white whiskers, striped pants and star-studded high hat.

The most interesting phases of our work at Mutoscope, fortunately for the prosecution of the war but unfortunately for this article, cannot be told. In fact, there are some very interesting things even we in Mutoscope can't be told—about the items we turn out for the war. What Mutoscopers do know is that whenever the headlines

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—and for real **VICTORY**
against Cash Box **SABOTAGE**



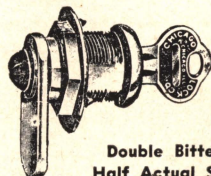
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tell of a swell job being done by Grumman Wildcats, Avengers and (the latest addition to the Grumman array) Hellcats they can be proud of the role they played in the drama. Mutoscope has been turning out parts for Grumman planes without interruption for close to two years. Grumman seems to like Mutoscope's work because it has kept us busy ever increasingly from the outset and assigns us constantly to multiple problems, the nature of which cannot be publicized.

But Mutoscope's part in the war effort is by no means confined to Grumman planes. At this time the men in our Sheet Metal Shop are busy as bees stamping, cutting and welding windows for pilot houses of ships that will carry men and material to the Seven Seas. There are miscellaneous projects of a highly confidential nature for various Army and Navy branches and a precision instrument for Army ordnance is keeping scores of machinists and assemblers busy.

Mutoscope had most of the machines necessary to engage in war production when the emergency arose. But machines are useless without skilled manpower and planning. This was our greatest problem and we have solved it to our complete satisfaction. We had to install inspection departments. These we always had. But Uncle Sam's idea of an inspection department is as different from that of the coin machine industry as night and day. We had to reorganize completely our engineering and planning departments. It is worthy of note that this was accomplished without changing basic personnel. Our Works Manager has proved himself to be just as adept in supervising the planning and setting up of precision jobs as he was in getting out amusement devices. By now the Army, Navy and the various prime contractors for whom we turn out parts can testify to this.

Turning out devices and parts for Uncle Sam is not without its discouragements. For these Uncle Sam cannot be blamed. They, too, are part and parcel of the fortunes of war. About this time last year most of our engineering, planning and tool designing facilities were concentrated on a feverish effort to prepare for the quantity production of an anti-aircraft gun. The job was completely tooled, material was already on hand. We were waiting for the "Go" signal from Army Ordnance. It never came. Developments in the global war at that time were such as to make it impractical to go ahead with the job. The enemy decided that. The result was that months of labor and incalculable ingenuity were cast aside. And then to another job!

Interesting changes have taken place in our plant. If it were only possible to per-

(See **MUTOSCOPE**, Page 36)

Peanut Outlook Good

WASHINGTON—Despite a prospective peanut production decline of six per cent during August because of inadequate rainfall in the Carolina-Virginia and South-

western areas, the War Food Administration has announced that peanuts are now available in the same quantities as in 1942 for the making of edible peanut products, and for salting, frying and roasting.

Conditions indicate a total production

this year of 2,801,515,000 pounds or approximately 600,000,000 pounds more than harvested last year. If the supply is properly distributed, WFA explained, the 1943 crop will be sufficient to maintain the 1942 level for such uses as in candy and bakery products.

Farmer in Navy

SEATTLE—Bert Farmer, well known operator in these parts, is now on duty with the United States Navy as a Warrant Officer in the Naval Transport Service attached to Seattle.

While Bert is in the Navy Mrs. Farmer is caring for his operations and minding the Farmer Variety Store.

"I am married and I've got three children for certificates. And next July I'm going to celebrate the fourth."

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3Q5	1.65	6C6	1.05	6L7G	1.60	12SQ7	1.05	47	1.15
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5U4G	1.05	6F6G	.95	6R7	1.15	235	.90	75	.90
5V4G	2.15	6F6M	1.25	6S7	1.65	25Z5	1.10	76	.95
5Y3	1.00	6F8	1.35	6SC7	1.85	25Z6	1.35	77	.95
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6A4	1.65	6J5	1.20	6V6M	1.35	30	1.45	80	.95
6A6	1.65	6J7	1.35	6V6G	1.15	35L6	1.45	83	1.35
6A7	1.15	6K6	1.15	6X5	1.05	35Z5	1.25	70L7	2.85
6D6	1.05	6K7	1.15	6Y6	1.55	37	.90	2051	2.60

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CIGARETTES

Americans Now Smoking Next Year's Supply of Cigarettes

WASHINGTON, D. C.—Americans are smoking borrowed cigarettes according to information just released by government agencies.

Cigarettes being sold now are being borrowed from next year's supply and even from 1945 tobacco reserves, the Commerce Department disclosed on October 5th in reporting there is a "substantial gap" between demand and supply.

The United States is sharing 42 per cent of its cigarette tobacco supply with other countries under an international distribution system. British purchases, which have risen substantially since other sources for tobacco have been cut off, are partially responsible for the shortage.

The Department declares that next year's leaf demands "cannot be met." The demand, it asserted, will be at least as great as the 780,000,000 pounds needed this year while American manufacturers will be allotted only 463,400,000 pounds of an anticipated 1943 crop of 795,000,000 pounds.

In addition, uncounted billions also are being consumed by American fighting men abroad. They are uncounted, because being tax free they are not included in Treasury or Department of Commerce statistics and estimates.

On the manufacturing side the manufacturers are having their headaches and have been dipping into their reserves to turn out 35,000,000,000 to 50,000,000,000 more cigarettes this year than they can buy tobacco to make. Another problem is the shortages in moistening agents and packaging materials. When the government banned glycerine last April most companies continued on inventories, or shifted to such substitutes as malt syrup, glycols, or apple syrup. However, some relief is in sight on this phase of the problem for the War Production Board has announced that a small quantity of glycerine will be released the end of October for cigarette manufacture.

Another problem confronting the manu-

facturers has been the cellophane cut ordered by the government. Manufacturers were instructed to cut their consumption to 90 per cent of their 1942 use. Many of the manufacturers have used it sparingly this summer in certain states, to build up a stock for use in those states when winter heat makes the cellophane an important package dressing.

Cellophane for Ops.

PHILADELPHIA—The heartening news can now be told to the nation's cigarette machine operators—the local executive representatives of the leading cigarette manufacturers have assured the cigarette vending machine operators that they will continue to receive cellophane-wrapped cigarettes . . . at least for a few months ahead.

The cigarette firms state that all cellophane-wrapped packs have been put away expressly for the vending machine trade and will be tagged as such on cartons shipped to jobbers and distributors. Phillip Morris states they will have a special tissue paper wrapper for cigarettes intended for vending but the other majors assure regular cellophane-wrapped packs.

All of which is very good news for cellophane wrapping has virtually disappeared from the retail counters.

LS . . . MFT

NEW YORK—George Washington Hill, American Tobacco prexy and slogan-coining genius of the airways, is at it again. This time he's decided upon "LS . . . MFT" which is delivered with a Morse code call and is currently annoying listeners of the cigarette program.

Standing for "Lucky Strike . . . Means Fine Tobacco" the slogan doesn't measure up as being as nifty as "Best Tunes of All Come From Carnegie Hall" or the aggravating "Lucky Strike Green Has Gone to War."

CIGARETTE COMMUNIQUE

by
GEORGE CLEVELAND

Stick To One Jobber

In a recent Communique we recommended that operators not on the manufacturer's direct list stick close to one jobber in the purchase of their cigarettes. Early this month this advice proved sound, at least in the West, as Camel cut jobber's purchases temporarily to 80% of April, May and June volume. Thus, if you switched jobbers since June this year you may find that your new jobber can not take care of you on Camels even up to 80% of your former requirements.

Camels are the only brand affected and the reason is evidently one peculiar to Camel's problems alone. But sooner or later other brands may do the same—in fact we can not see how some sort of a brake on continually increasing cigarette production can be avoided. And the logical way to hold down consumption, aside from Government regulation, is to cut down shipments to jobbers and others on the direct buying list.

So stick to your present jobber and talk the possibilities of manufacturer's rationing over with him now.

Washington Rumors On Rationing

From Washington come rumors that cigarettes will be next on the Government ration list. Top tobacco men definitely deny such gossip. OPA insiders also say cigarettes are safe from restrictions. Of course manufacturers, as well as OPA, do not want a buying spree started. And, as a matter of fact, neither do you as an operator—so we suggest you read this, go talk the future over with your jobber and then keep quiet about it to all others.

Lend-Lease Tobacco Buying Hurts American Cig Makers

There is a ceiling of 41 cents per pound average on purchases of bright leaf tobacco—which bright leaf provides about 50% of the stuffing for cigarettes. The official Lend Lease buyers have been skirting these regulations which bind the rest of the tobacco trade and as a result, foreign cigarette makers are getting the best of it. Just another one of many things which are giving the American cigarette manufacturer aches and pains.

Cigarettes Gained 9.59 Percent In July

Tax was paid on just short of twenty three BILLION cigarettes last July. One astounding thing is that whereas all cigarettes increased 9.59 per cent in July, long type cigarettes gained 169 per cent for the month.

Italian Cigarettes

They say that of all the European cigarettes, the Italians make the worst. The following is not original—we read it somewhere and it strikes us as worth repeating: One puff on an Italian cigarette and the average American's lungs will jump straight up from his chest, look the owner in the eye and heatedly demand, "What the hell is going on here?"

Luckies Step Up Advertising Same Week

Camels Cut Jobbers 20%

Starting October 5, Lucky Strike launched a three week newspaper advertis-

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ROTOR TABLE

Coin-operated Pin Game rotates under glass top while players sit with drink, food, etc. 5c play. Every restaurant wants a table. Games are in first class condition—ready to operate!

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ing campaign (in addition to their regular radio, magazine and other advertising). They are using large space in EVERY DAILY NEWSPAPER IN THE U. S. twice each week. That's a lot of advertising. Wonder if Lucky Strike knew of Camel's trouble and timed their extra publicity to coincide. Looks mighty like it to us.

OPA Ceiling Price For "Economy Brand" Cigarettes Higher

If you are selling Avalon, Beechnut, Domino, Marvels, Paul Jones, Twenty Grand Regulars or Wings in your machines, OPA says you can now get 13c for them, plus any local and State taxes you may have in your territory. These brands cost you more now and you should be getting more.

OPA Says You Must Give Book Matches— Match Makers Say Matches Are Short

You undoubtedly know of the OPA ruling referred to, that is that retailers who during March, 1942 gave away book matches to purchasers of cigarettes must continue so doing. This includes sales made through vending machines. In discussing this with a representative of one of the country's largest match manufacturers the same week OPA issued this order we were informed that the match industry could not begin to supply as many book matches as last year. In other words, cigarette sales are up, way up and match production is down, way down. Even OPA, in its magnificent, illogical glory can not make those two ends meet.

Here's A Joke We Heard The Other Day

It's new to use and while it has no particular place here maybe Editor Blackford will print it so you can finish reading this column with a smile instead of a frown. Here it is: A war worker said to his war working wife: "Are you going to work overtime again tonight, dear?" "Yes," she replied, "I made a mistake last night and the boss wants me to do it over again."

Brands Leave Market

NEW YORK—Indicative that all is not well in the cigarette manufacturing fields and that higher taxes, rising tobacco costs, fixed retail ceilings, state restrictions and labor problems are causing plenty of headaches are reflected in the actions of several manufacturers in dropping the so-called "economy" brands.

During September Philip Morris & Co. withdrew its corked-tipped Paul Jones brand from the market. P. Lorillard & Co. is discontinuing its Beechnut brand from all markets except New York City. A year ago the same company dropped Sensations. Under present plans all efforts in the future will be directed towards the Old Gold brand.

Brown & Williamson Tobacco Co. have announced the discontinuance of coupons on Kool cigarettes. Shortage of premiums is the reason advanced. Coupons have been a big factor in the sales promotion of Raleigh and Kool cigarettes. Coupons will be continued on Raleighs but Brown & Williamson will urge coupon hoarders to trade their coupons in for War Bonds and Stamps instead of unobtainable premiums.

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Converting! Rebuilding! Refinishing!

!! ALL MODELS !! MILLS & PACE

Machines are rebuilt to our 3/5 one Cherry Victory Pay-Out Model or to a late 3/5 two Cherry Pay-Out, as you desire.

For all our conversion jobs, we fully take apart the entire machine, that is, jack-pot, escalator, mechanism, etc., are gone over thoroughly. Cabinets are refinished, and machines are finished off in glitter gold chrome or original color, as specified. Each machine is equipped with a club handle. All Mills double jack-pot machines are made into a single jack-pot machine like all late models.

Machines, when finished, look and have the qualities of a brand new machine. Due to the fact that there are no new machines made on the market today, surprise your location with something new and different in the line of a pay-out plus appearance. Have some of your machines converted and watch both your customer's and your own satisfaction and double profits. Our conversions will not only last for the duration, but for a long time after. We guarantee and stand back of each and every machine we convert, rebuild, and refinish.

TERMS: Send all machines prepaid. We will ship them back C.O.D.

* For further information write, wire or phone

Phone Sheridan 8400

We specialize in rebuilding slot machines to one-cherry payout.

CHROME COIN COMPANY

CUDAHY, WISCONSIN

Cig. Outpour Soars

WASHINGTON—Cigarette production reached a new high level of 23,681,911,319 during the month of August, an increase of 1,741,267,239 over the like month of last year, and comparing with the previous peak of 23,075,492,090 set in October, 1942, according to a report by the Bureau of Internal Revenue.

The huge August output brought production for the first eight months of the current year to 164,533,465,510, against 150,801,635,770 in the same period of 1942. It also placed the eight months' total above the output for any full year prior to 1939.

August was the fifth month this year to show tax-paid cigarette production above the 20,000,000,000 mark and was the 33rd consecutive month to record an increase over the corresponding month of the preceding year.

Production figures provided by the Bureau are based on tax collections and do not include the substantial volume of cigarettes which are manufactured and shipped out of the country to armed forces over seas without a payment of the excise tax.

2c Cig. Tax Passed

ST. LOUIS—A two-cent per pack cigarette tax on which the city expects to pocket \$750,000 per year was passed by the Board of Aldermen here on September 13th and immediately forwarded to Mayor Aloys P. Kaufmann whose signature was affixed on the 24th. The tax ordinance becomes effective 30 days from date of the mayor's approval.

Mayor Kaufmann requested the tax ordinance to meet city payroll increases and stated that he would ask for repeal of the

tax when the revenue it produced was no longer needed. (Snickers).

As written the bill provides that wholesalers and jobbers, instead of retailers, buy and affix the city tax stamps which are sold to them at a 10 per cent discount as a moderate compensation for this extra trouble.

Philip Morris Limits

LOS ANGELES—Announcement has been received here that Philip Morris and Co. will not accept any increases in orders for the popular Philip Morris brand in the months ahead. Firm has announced it will supply operators and jobbers with the same quantities they purchased in July and August but no increased orders will be filled.

Lionburgers Coming

DES MOINES—Sometime before the snow flies in these parts the good citizens of Des Moines are going to have the rare treat of enjoying a "lionburger" and all because of the War Production Board.

Kenneth Sonderleiter, who runs a zoo and lunchstand and has some coin machines scattered around town, found out that the WPB can't spare him materials to build a winter house for his lions Nero and Dolly. And he can't see the lions freezing.

So Sonderleiter will have them killed. And since he has five hundred dollars invested in the pair he would like a little return. Lionburgers should be the answer, he figures, so the day is not too far off.

Remember the Sergeant asking the tough private where he was from? "Des Moines," replied the private. "I don't care where you worked but what town are you from?" replied the Sergeant, who apparently wasn't from Des Moines—soon to be famous for lionburgers.

* * *

The keeper of the local inn, which had a reputation for its very strong brew, was awakened at midnight by a loud knocking on the front door. Putting his head out the window, he shouted:

"Go away. You can't have anything to drink at this hour."

"Who wants anything to drink?" was the response. "I left here at closing time without my crutches."

WANTED TO BUY FOR CASH:

We will pay \$45.00 each for DOUBLE PLAYS, SUN BEAMS, WEST WINDS and DO RE MI'S. We also want to buy STARS at \$35.00 and WURLITZER 24 PHONOGRAPHS at \$100.00. WE ALSO WANT TO BUY GROETCHEN METAL TAGS. (How many have you and what is your cash price for them?)

IDEAL NOVELTY COMPANY

Phone Franklin 5544
2823 Locust Street
St. Louis, Missouri

California Amusement Company Geared to Give Maximum Service to the Operators Of the West

If there is one word that gets more consideration and attention, and means more in the Los Angeles and San Diego offices of the California Amusement Company, that word is "SERVICE."

Service has long been a primary consideration with California Amusement. When M. S. (Bill) Wolf established the San Diego office of the organization several years back, a promise of an unduplicated type of personal service was made, and that promise has never been broken.

In the newly opened offices at 1348 Venice Boulevard in Los Angeles, the same successful principles used in San Diego are being followed closely and Service, here, too, is the very keynote of the new branch.

A visit to the Los Angeles headquarters will convince you that this is not idle chatter. First to greet your eyes will be the beautifully appointed showrooms with their soft brown tile flooring and pastel apple green walls blending into an exquisite background for the assortment of new and used devices on display. You'll find Wurlitzer, Rock-Ola and Seeburg phonographs, consoles, one and five ball marble games, and arcade equipment in wide variety.

Occupying the center of attention is the SINGING TOWERS automatic phonograph upon which California Amusement has exclusive distribution in this area. "We're very pleased with the response and reactions we have had to our SINGING TOWERS," states Bill Wolf. "This 20-selection beauty is practically the only really new phonograph on the market today and we have made some nice

deliveries to Southern California operators in the past month.

"Operators are particularly pleased with the dazzling blending of colors which change automatically with each selection. Then, too, if an operator desires a certain color combination to fit into a certain color scheme in a location, this can be easily arranged in a very short time. Another timely feature is the fact that the SINGING TOWERS plays records on both sides. With the current record shortage this factor alone makes it possible for the operator to gain the maximum return from the few new records he can obtain. The new multi-colored SINGING TOWERS with the miracle of ear line tone projection has struck a responsive chord with operators and locations alike."

Moving on through the showrooms, past the splendidly outfitted executive offices, the visitor comes to the stock room where scores and scores of one and five balls are on display. The first impression is one of a factory showroom before the war for each and every machine in the several columns sparkles with new machine brightness.

On past the showrooms we come to the very heart of the organization and the department of which the personnel of California Amusement is so justly proud . . . the Service Department.

Presided over by Service Manager Frank Butterfield, the department is outfitted with drill presses, lathes, testing equipment and sundry mechanical devices capable of even manufacturing a needed part if a new part is unobtainable. Butterfield has an unequalled background of experience on all types of coin-controlled devices and

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The home office of the California Amusement Company at 1305 Kettner Boulevard, San Diego, California. M. S. (Bill) Wolf, makes this office his headquarters. It was here that the California Amusement Company was launched several years ago and where the principles of SERVICE were first established.



The beautiful showrooms of the California Amusement Company branch at 1348 Venice Boulevard in Los Angeles. This photo was taken on September 24th when an Open House Celebration was held and operators from all parts of Southern California partook of California Amusement Company hospitality in the typical Wolf fashion. (M. S. Wolf, we mean.)

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operators of phonographs, consoles, slots, marble tables, remote controls and arcade equipment may bring their machines in for attention with complete confidence that no finer service and facilities are available anywhere on the Pacific Coast.

Adjacent to the Service Department is the Supplies Department where the hard-to-obtain items are obtainable. Tubes, parts and supplies are piled high on the neat shelves awaiting the moment an operator-customer has the urgent need for them.

Managing the Los Angeles branch is C. W. (Chet) Garton, who comes to California Amusement after 20 years in banking and financial circles. For a number of years Garton was associated with the Security Trust and Savings Bank in San Diego where he held the responsible position of assistant manager of the finance department. His keen knowledge of finances will be of inestimable value and assistance to operators. He is an "easy-to-meet" executive and is sincere in seeing that customers of the Los Angeles branch get the very maximum of service and helpful consideration.

Salesmanager of the organization is M. E. (Max) Thiede, who hardly needs an introduction in this Industry. Max is one of the real old timers and when Homer

Capehart was forming his Capehart Corporation in Fort Wayne, Indiana, back in 1928, Max was one of the first salesmen with the firm. He covered practically every territory in the United States in the few years following, operated a string of 100 phonographs in Indiana on his own, and then moved over to the J. P. Seeburg Corporation to take over the Atlantic States area as factory representative in 1936.

However, the Greeley chant of "Go West, Young Man, Go West" rang too much in his ears and in short order he arrived in California. Here he has sold Wurlitzers and Seeburgs and, until recently, was affiliated with the California distributors of Seeburg phonographs.

Among his many "firsts" Max lays claim to having sold one of the first Wurlitzer phonographs for he was with Homer Capehart when Capehart took over the position of Salesmanager at Wurlitzer and that organization started the manufacture of coin-operated phonographs.

All in all, the San Diego offices of California Amusement at 1305 Kettner Boulevard, and the Los Angeles offices at 1348 Venice Boulevard, represent a well rounded out organization . . . ready to be of the utmost service to the operators of Southern California. A warm welcome awaits you on your first visit.

Mills Has Backlog

LOS ANGELES—Irving Mills, vice president of Mills Music, announced here that his publishing house has built up a backlog of 36 songs during the dispute between the recording companies and the American Federation of Musicians.

Mills states the 13-month recording ban has cost musicians upwards of \$4,000,000.00 while song publishers have suffered also, unable to record their current tunes and thus adding hardships to bring their numbers up into the hit category.

"While it is true that sheet music sales have increased during the recording ban, music publishers have lost the revenue on discs, and the cost of exploiting tunes without the benefit of recordings is almost prohibitive," Mills said.

All of which means the 400,000 machine automatic phonograph network of the nation is a paramount factor in popularizing today's tunes.

SHELLEY RADIO CO.

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MUSIC

Decca Breaks Recording Ban And Signs Contract With Petrillo

NEW YORK.—The 14-month recording ban inflicted upon the nation's platter factories on August 1, 1942, came to an abrupt conclusion on September 30, when E. F. Stevens, Jr., representing Decca Records, signed a contract with the American Federation of Musicians which will permit Decca to resume making records and using the services of union musicians.

Musicians Organize

CINCINNATI—The music operators of Cincinnati and surrounding towns have organized under the name of Automatic Phonograph Owners Association and have opened headquarters in the American Building with Eleanor Batte in charge.

Twenty-eight operators are members of the incorporated group with Sam Chester as president. Other officers include Morris Berman, vice-president; Charles Kantor, secretary-treasurer; and Charles McKenny, Sam Butler and Jerry Levy as members of the board.

Meetings are scheduled for the second Tuesday evening of each month at Hotel Gibson and executive sessions of the officers and board are slated for the second and last Tuesday afternoons of each month.

Smith Expands Operations

OKLAHOMA CITY—J. Edward Smith has expanded his operations and has acquired the routes of E. E. Settemeyer and the London Music Co. Both had a large amount of coin-operated equipment in operation.

First indication that Decca and AFM were getting together came on September 18th when the United Press released a story to member newspapers stating that Jack Kapp, president of Decca, and James C. Petrillo, national prexy of AFM, had reached a satisfactory agreement and a contract was being drawn up for a period of four years permitting Decca to resume with union musicians.

Under the terms of the contract, which now becomes standard and is the same contract being offered other recording companies, Decca is to pay the AFM one-fourth cent for each record sold for 35 cents or less; one-half cent for each record selling for not more than 50 cents; three-fourths of a cent on all 75 cent records and one cent on dollar platters. Two and a half cents goes to AFM on \$1.50 records and five cents on \$2.00 recordings. Thereafter AFM is to get two and one-half percent on sales over the \$2.00 figure. All payments are to be made within 45 days following each calendar half year and AFM has designated

(See DECCA, Page 24)

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**"Give Us Little Guys A Chance —
Buy Another War Bond NOW"**

MAKE SURE HE GROWS UP A FREE MAN!

**WATCH FOR OUR AD IN THE
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and Sensational**

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★ "Look to PACKARD for Progress" ★



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WHEN the threat of war

made it apparent that America must arm itself as never before, Packard Manufacturing Corp. put aside plans for new and advanced music systems. Within six weeks after Pearl Harbor, Packard had turned completely from instruments of music to instruments of war.

Today, wherever you find American Armed Forces, you will find the war products of Packard doing an effective job, in tanks, in planes, and in guns. Till final Victory is achieved, this is Packard's one and only job. But when Victory is won—

LOOK TO PACKARD

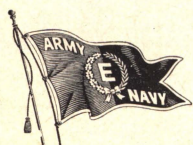
FOR PROGRESS! Packard will again take the lead in the development and manufacture of automatic music systems—with players, speakers and control boxes of advanced design which will carry Packard leadership to greater heights, and more than justify the confidence and expectations of our thousands of friends in the industry.

PRESIDENT

P.S. Buy More War Bonds and Stamps!

PACKARD MANUFACTURING CORP.

INDIANAPOLIS, INDIANA



★ Manufacturers now of vital parts for guns, planes and tanks. ★ Manufacturers after the war of Automatic Music Systems, Radio and Television Sets, and Radio-Phonograph Combinations.

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Stik-Tite is a new cement that now makes it possible to form an Unbreakable Mended Joint on broken Phonograph Plastic Parts.

Stik-Tite is an ideal cement for PIN GAME PLASTIC BUMPERS—easy to repair them as good as new. Stripped threads on bumpers are replaced with Stik-Tite.

Stik-Tite can be cast into any shape because it is a Plastic material in liquid form. After Stik-Tite is cast it can be sawed or knife cut, machined, sanded and polished.

This formula contains ingredients that are AAI on priority. We are permitted to sell what we have on hand.

\$7.50

Per Unit

No C.O.D. charges on full cash with order. Each unit contains enough Stik-Tite to repair dozens of plastic parts. The first plastic repaired more than pays for the unit cost.

SUPPLY LIMITED—FIRST COME, FIRST SERVED

Wise operators keep a Stik-Tite unit on hand at all times, as insurance against loss of play, due to machines laid up with broken plastic parts that today can't be replaced.

1/3 Deposit With Order, Balance C.O.D., F.O.B. New York
Exclusively Distributed by

ETREB SALES CO. 147 W. 42ND STREET
NEW YORK, N. Y.

DECCA

(Continued from Page 22)

that the funds so collected will go into the "employment fund."

Although the Decca-AFM contract is dated January 1, 1944, the Union has given Decca permission to resume recording immediately and Jack Kapp headed for Hollywood at once to start his first recording sessions in 14 months.

Inside sources say that Petrillo believes the contract, as written, will eventually bring AFM a neat four million dollars per year after the war when the various plants can get back into full production.

The 14 month ban has been costly and expensive to AFM and it is estimated to have cost members a total of seven million dollars in lost salaries and royalties over that brief period. During this time AFM has learned a few lessons too as evidenced by certain paragraphs being injected into the new standard contract. For example, AFM has written in a section which will prohibit recorders from acquiring huge stocks of masters as was done prior to the August 1st deadline last year. It is stipulated that "immediately upon making of any recording and prior to its release AFM must be advised of such recordings, their serial numbers and any additional information that it may reasonably desire. In addition the AFM reserves the right to examine recorders books and records as they relate to the making of records, at any reasonable times."

There has been no mad scramble by Victor, Columbia, Beacon, Musicraft and the rest to get their signatures on the AFM standard contract. One of the majors, with a hillbilly platter soaring to heights unknown, states it could keep its plant operating full time on filling orders for this one disc alone for some little time to come. Others of the big three, which together share 90% of the record business in the nation, have huge back logs and could keep busy on these royalty free recordings for months.

Drawback to such a policy would be permitting Decca to get the "gun" on the race and step out and line up the best names and artists. Because of Decca's cooperation Petrillo was given to letting Decca have "the edge" for a few months but no definite statement to that effect was issued by AFM or Decca although Associated Press papers carried a story on September 20th to the effect that applications for recording licenses under the same agreement as Decca, were made by six major companies and rejected by AFM.

However, lifting of the ban is good news

to automatic phonograph operators for it practically insures an early arrival of new tunes which patrons have been demanding and which have been available only in limited stocks and generally in vocal arrangements only which didn't please too much.

Capitol Signs With AFM

HOLLYWOOD—Capitol Records signed with the American Federation of Musicians October 11th and the recording of new material got under way in Hollywood on the 15th. Contract was exactly the same as signed by Decca and signing for Capitol were B. G. DeSylva, president; Johnny Mercer, vice-president; and Glenn Wallichs, general manager. James C. Petrillo signed on behalf of AFM.

Simultaneously it was announced that Capitol had signed a number of new artists to bolster its roster of top flight artists of the entertainment world. Joining the Capitol family are Stan Kenton and his orchestra, currently featured on the Bob Hope program; Benny Carter and his band; Paul Weston and his orchestra, now appearing on Duffy's Tavern show and with Johnny Mercer and his Music Shop program during the summer months; and Jo Stafford and the Pied Pipers, who are well known on phonograph records for their work with the Tommy Dorsey band in the past.

Several other new artists are on the verge of signing with Capitol and these will be announced in the near future.

Wood Leaves RCA

NEW YORK—Barry Wood didn't get the deal he wanted from RCA and handed in his resignation, according to word going the rounds here.

When Decca signed with AFM, Wood is reputed to have delivered his idea of a "fair shake" for himself to RCA wherein he was to have the pick and first chance at all song material on Victor records. With Perry Como, the present fair-haired boy at RCA and slated for a big build-up, the RCA boys smiled unpleasantly at Barry and he walked out.

Just where Wood would be next is questionable. Some talk says Decca has tossed him an offer while other quarters say Jack Robbins has issued a sugary deal to Barry to make records under his forthcoming Lion label.

* * *

Prof: "What was Columbus' greatest discovery?"

Student: "That even a queen will hock her jewels for a sailor."

Order Your Supply
of

**BENNETT DELUXE
4000 PLAY NEEDLES
TODAY!**

W. E. SIMMONS

Factory Representative for
11 Western States

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CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.

Phone or write today:

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Exclusive Wurlitzer Distributors for the West Coast.

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REpublic 4155

SEATTLE

E. L. Horiskey, Manager
906 Elliott Ave. West
GARfield 0930

P. S.

What Does It Mean?

According to Webster "P. S. represents something added thereafter; something appended to the original at a later date." Webster is absolutely right and that is what the two initials mean to us. We've sold you the Phonographs and now we're "adding something thereafter," namely:

1. Parts and Supplies—

Just as an aching tooth can put your whole body out of kilter, a defective part can put your phonograph on the "fritz" and ruin the musical reproduction. A phonograph is only as good as the sum total of all its parts and to keep it at its maximum earning capacity every part must be in perfect working condition.

Although new machine sales are a thing of the past, we are still here to provide every Seeburg operator in our territory with parts essential for the continuous operation of his equipment. However, parts and supplies are far from plentiful and a definite urgent need must be in evidence before parts can be released. On this point we ask for your intelligent cooperation.

2. Personal Service—

We pride ourselves upon the personal interest every member of our organization holds for the welfare of our customers. Because of existing manpower shortages we can't shoot a man out to one of your locations when an emergency arises, but we do have factory-trained experts in our Service Department ready to be of service to you when you bring your Seeburg equipment in for attention. You'll find the same old personal service awaiting you that you enjoyed in pre-war days.

And for Post-war Security—

Pick Seeburg for All Your Needs!

• • •
**TURN IN YOUR SCRAP; BUY MORE BONDS,
HELP GIVE JUST DUE TO THE DIRTY HOUNDS!**

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ON ALL ORDERS
OF \$125 OR MORE
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UNBREAKABLE
PLASTICS!

Plastic replacement parts covered by this offer are listed in the star-bordered box. We reserve the right to withdraw this offer without notice.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★	
We mold the following UNBREAKABLE replacement plastics and now have them available for:	Ea.
Wurlitzer Model 61 Top Corners.....	\$ 4.25
" " 600 Top Corners.....	4.25
" " 500 Top Corners.....	4.25
" " (red only).....	6.75
" " 750 Top Corners.....	17.50
" " 750 Bottom Corners.....	17.50
" " 850 Top Corners.....	19.50
" " 850 Bottom Corners.....	17.50

ROCKOLA MODELS—Standard, Master, Super; Top Corners (red or yellow).....\$17.50 Ea.

We have the following SHEET PLASTIC available (size of sheet approximately 20"x50"—1000 square inches):

40 Gauge Yellow Plastic (thickness of a new dime), 2c Per Sq. In.	
60 Gauge Red Plastic (thickness of a new half dollar), 3c Per Sq. In.	
80 Gauge Red or Yellow (thickness of a new silver dollar), 4c Per Sq. In.	
We cut sheet plastic to desired size. 10% discount on complete sheets.	

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We have on hand a small stock of ORIGINAL plastic replacement parts for Wurlitzer phonographs.

Model 71 Top Corners.....	\$ 3.50
" 71 Bottom Corners.....	4.50
" 500 Grille Plastics.....	3.50
" 700 Top Corners.....	9.35
" 700 Red Top Plastics (above front door).....	2.00
" 700 Upper Back Sides (green).....	5.50
" 700 Lower Sides.....	10.35
" 800 Top Corners.....	14.50
" 800 Lower Sides.....	15.00
" 800 Top Center Plastics (onyx).....	4.00
" 800 Upper Back Sides (green).....	6.50
" 800 Top Red Plastics (above front door).....	8.50
" 800 Grille Plastics (bubble part).....	4.00
" 850 Direct Top Center (red).....	14.50
" 950 Lower Side Plastics.....	15.00
" 750 Top Center Plastics (red).....	5.50

*Sorry—no discount on our limited stock of original plastic replacement parts for Wurlitzer Phonographs.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT.

WE MAY HAVE IT-IN STOCK.

TERMS: 1/2 Deposit with Order—Balance C. O. D.—F. O. B. New York. No Orders Taken Without Deposit—Checks Acceptable.

Acme Sales Co. 414 W. 45th St. N. Y. 19, N. Y. Dept. 632

Pistol Packin' Mama Sore

NEW YORK—On September 23rd PM reported that the Edwin H. Morris music publishing firm and the Mayfair Music Corporation, Morris-owned, were ready to file suit against the American Tobacco Co., as sponsors of *Lucky Strike Hit Parade* asking damages of \$500,000.

Said PM: "Prime reason for the suit is that *Pistol Packin' Mama* hasn't been on the *Hit Parade*. Not even in tenth place. The music publishers claim the omission not only hurts the prestige of the song but also hurts its sale. They feel the song rates a place no lower than half way down the list.

"They also accuse the *Lucky Strike* people of slighting *Sunday, Monday or Always*. This allegation is based on their claim that this song has been number one and should remain there. For the nonce, at least.

"According to the *Lucky Strike Hit Parade* people, their list of 10 favorite songs is compiled through a nationwide survey of retail sheet music sales, record companies, juke boxes and requests received by the Nation's leading orchestras.

"The suing music publishers base their allegation on a similar survey they made during the past two weeks which placed *Sunday, Monday or Always*, first, *Pistol Packin' Mama*, second and *In My Arms*, third. They claim that *Lucky Strike* places *In My Arms* at the bottom of the list, *Pistol Packin' Mama* nowhere, and intends to drop the *Sunday* number to fifth place.

"A private survey made last night by PM and conducted in nearby Henderson's Tavern, resulted as follows: *Pistol Packin' Mama* was thrice played on the juke box during the consumption of three beers. No other tunes were played."

Stemler Attends Meeting

LOS ANGELES—Aubrey Stemler, local manager for Clark Distributing Co., Wurlitzer distributors for the West Coast, left here by plane on October 9th to attend a special meeting in San Francisco on war month plans of the Wurlitzer organization. Stemler met with Don Clark, of Clark Distributing, and Bill Bye, special Wurlitzer factory representative.

Stemler returned to Los Angeles the evening of the 10th, quite happy about the results of the conference and stated that all concerned were very pleased with the magnificent reception the Wurlitzer Victory Model had received in the West. Sales have far exceeded expectations and as a result stocks are rapidly being depleted.

Following the San Francisco meeting Don Clark left for Seattle to spend some time with Ed Horiskey, northwest manager for Clark Distributing Co. with offices in Seattle.

Capehart Has Birthday

INDIANAPOLIS—On June 6th the mailman had a particularly large load of mail for Homer E. Capehart, president of Packard Manufacturing Corp. for on that day he received more than 1,000 greetings from friends, and employees who hadn't forgotten in was Homer's birthday.

Towards evening Capehart got ready to head for home when an urgent message came from one of the plant executives asking Cape to see him before leaving. When he reached the factory he was greeted by more than 900 employees and Packard orchestra singing and playing "Happy Birthday" and on the platform was the biggest, three decker candle-spangled birthday cake ever seen in these here parts.

From then on it was a typical Packard party with the entertainment being furnished entirely by employees.

Packard's annual employees picnic was held at the American Athletic Club on September 19th. Employees enjoyed the exclusive use of the swimming pool, gymnasium, dancing from 3 to midnight, an eight act floor show and a superb buffet picnic lunch, all in the typical Capehart style.

Victor's Buried Treasure

NEW YORK—Reposing in the vaults of the RCA Victor Record Division is a disc that contains a combination of the greatest swing artists in the country today and the only platter on which is recorded the combined works of Tommy and Jimmy Dorsey, Benny Goodman, Hoagy Carmichael, Artie Shutta, Joe Venuti and Eddie Lang.

The disc was originally released in 1929 by Victor with the tunes, *St. Louis Blues* and *Medley of Blackbirds of 1928*. It had three re-issues but has been off the market since 1931, when it was one of the best sellers.

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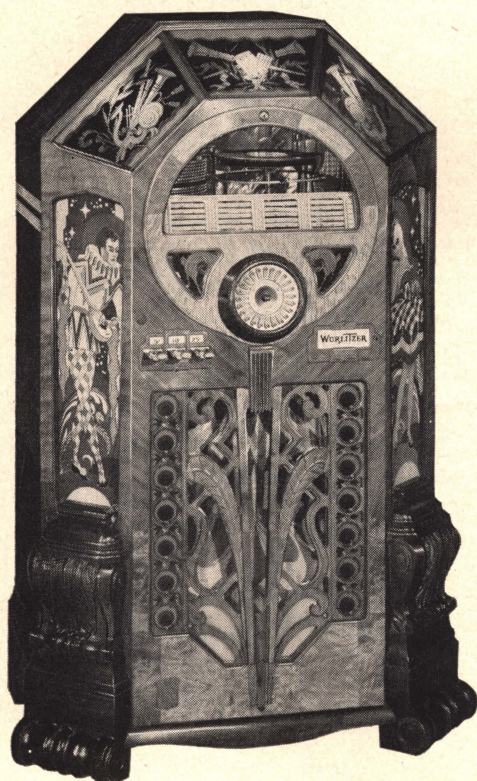
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NEW MODERNIZED**



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Used Equipment is not plentiful but we do have a modest variety worthy of your consideration at current market prices. We invite your inspection. Or, if there is some particular piece or pieces of equipment you desire, we will endeavor to locate it for you through our Coast-wide organization.

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We are in the market for all types of coin-controlled music equipment including single phonographs, remote control installations, bar and wall boxes, cable, supplies. Highest cash prices paid for complete routes anywhere in the West. Immediate cash ready. What have you?

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REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

OCTOBER, 1943

On Phonographs—

1. You'll Never Know
2. Pistol Packin' Mamma
3. Paper Doll
4. I Heard You Cried Last Night
5. In My Arms
6. Sunday, Monday or Always
7. I Never Mention Your Name
8. Wait For Me, Mary
9. People Will Say We're In Love
10. No Letter Today

8. You'll Never Know
9. It's Always You
10. Wait For Me, Mary

Western Hit Parade—

1. No Letter Today (Ted Daffin's Texans)
2. When My Blue Moon Turns to Gold Again (Wylie Walker and Jean Sullivan)
3. There's A Star Spangled Banner Waving Somewhere (Elton Britt)
4. Dusty Skies (Bob Wills & His Texas Playboys)
5. Chime Bells (Elton Britt)
6. Honey, I'm In Love With You (Kurt Massey's Westerners)
7. Home In San Antonio (Bob Wills & His Texas Playboys)
8. Put Me In Your Pocket (Hillbilly Boys)
9. Born To Lose (Ted Daffin's Texans)
10. Night Train To Memphis (Ray Acuff and Smokey Mountain Boys)

On Radio—

1. All or Nothing At All
2. If You Please
3. Pistol Packin' Mamma
4. I Heard You Cried Last Night
5. How Sweet You Are
6. If That's The Way You Want It, Baby
7. Paper Doll
8. In The Blue Of Evening
9. People Will Say We're In Love
10. Thank You Lucky Stars

Best Selling Sheet Music—

1. Paper Doll (Marks)
2. People Will Say We're In Love (Crawford)
3. Pistol Packin' Mamma (Mayfair)
4. Sunday, Monday or Always (Mayfair)
5. I Heard You Cried Last Night (Campbell-Loft-Porcia)
6. All or Nothing At All (Leeds)
7. You'll Never Know (Bregman, Vocco & Conn)
8. In My Arms (Pacific)
9. Put Your Arms Around Me Honey (Broadway)
10. Say A Prayer For The Boys Over There (Southern)

Best Selling Records —

1. Sunday, Monday or Always (Bing Crosby) Decca 18561
2. Pistol Packin' Mamma (Al Dexter) Okeh 6708
3. Paper Doll (Mills Brothers) Decca 18318
4. You'll Never Know (Frank Sinatra) Columbia 36678
5. You'll Never Know (Haymes-Song Spinners) Decca 18556
6. In The Blue Of Evening (Tommy Dorsey) Victor 20-1530
7. I Heard You Cried Last Night (Harry James) Columbia 36677
8. People Will Say We're In Love (Frank Sinatra) Columbia 36682
9. All or Nothing At All (James-Sinatra) Columbia 35587
10. In My Arms (Haymes-Song Spinners) Decca 18557

On Wired Music—

1. Pistol Packin' Mamma
2. Paper Doll
3. Sunday, Monday or Always
4. I Heard You Cried Last Night
5. I Never Mention Your Name
6. People Will Say We're In Love
7. In My Arms

New License Technique

MIAMI, Fla.—The local city council has taken the tax bull by the horns and pioneered a new type of coin-operated amusement tax that has met with an enthusiastic reception from local music operators.

On October 1st music operators started applying for license under the new ordinance which regulates the number of phonographs on the ratio of one phonograph to each 265 people in the city.

Behind the new licensing technique is a long story of licensing discussions, trial and error methods, and finally the successful method of licensing on the basis of population.

Operators saw in the proposal a way of protecting their locations for rumors had filtered South of invasions of music operators from the New England states expecting to scatter freely and bask in the beautiful Florida sunshine for the winter.

In establishing a basic population the city council took the census of 1940 with no modifications although the city has had a terrific population increase since then. This means that the number of phonographs that can be operated in the city is automatically frozen until the new federal census is taken in 1950.

Another amendment to the new ordinance raises the tax on automatic music operation from \$110 to \$125.

New Plastic Adhesives

NEW YORK—Revolutionary new plastic adhesives, to do the work of nails and screws, welding, riveting and binding, will be the foundation of a substantial new industry after the war, according to *Planning*.

Goodyear Tire and Rubber has perfected a plastic adhesive that will bind metal to metal, making a stronger joint than the metal itself. Variations of the formula give the same bond between metal, wood, plastics and other materials.

Chrysler Motors is developing manufacturing uses for these adhesives . . . coating plywood with corrosion-proof metals for automobile bodies, kitchen equipment, and walls and panels in buildings.

The U. S. Stoneware Co., Akron, O., has developed an adhesive to take the place of riveting and spot welding.

Corning Glass Works is producing one to solder glass to metal, and glass to glass.

Precision blasting in miniature has developed so far in our war factories that the new explosive rivets which seal themselves on the blind side of a piece of work seem destined for wide adaptation by industry.

Suds Shortage Hurts

FORT WORTH—Warm weather and "suds" just naturally go together . . . and a cool "bucket of suds" means a game or two on a marble table and a few tunes on the "piano."

However, operators in these parts have literally "taken it on the chin" lately due to the shortage of beer, which is declared to be the worst of any state in the Union. Many establishments, where coin-operated equipment thrives, have been closing as early as 7 p.m. because of the shortage.

Sepia Hit Parade—

Top tunes in colored spots, supplied at press time by Otis Rene, of Excelsior Records, for exclusive publication in THE REVIEW.

1. Don't Cry Baby (Erskine Hawkins) Bluebird
2. All For You (King Cole Trio) Decca
3. Sunday, Monday or Always (Frank Sinatra) Columbia
4. That Ain't Right (King Cole Trio) Decca
5. You'll Never Know (Dick Haymes) Decca
6. At Least You Could Save Me A Dream (Herb Jeffries) Excelsior
7. I Left My Sugar in Salt Lake City (Johnny Mercer) Capitol
8. See See Rider (Béa Booze) Decca
9. Sentimental Lady (Duke Ellington) Victor
10. That Will Just About Knock Me Out (Louis Jordan) Decca
11. Looking the World Over (Memphis Minnie) Okeh
12. From Twilight 'Til Dawn (Ceelle Burke) Capitol

Lucky Charlie

NEW YORK—Charlie Barnet is one of the lucky ones. When news broke that Petrillo lifted the recording ban for Decca Records, it was learned that Barnet was one of the few now under contract to the recording company. The sax playing maestro will start recording immediately.

NOTICE TO USERS OF 6SC7 AND 5Z3 TUBES

6SC7 are next to impossible to secure. We have an adapter to make the changeover to 7F7 that requires no change in your amplifier. All that you have to do is plug your 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. We also have an adapter for the changeover from 5Z3 to 5U4G that works same way, no worry, anyone can make the change. Carry these in your service kit as standard equipment. Price \$3.00 each lots of six. One-third cash deposit, balance C.O.D.

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COIN
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REVIEW

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FOR
OCTOBER
1943

ROCK-OLA

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Over the years the name "Rock-Ola" emblazoned upon the front of a musical instrument, has come to be known as the finest the ingenuity of man can devise in the way of an automatic phonograph. You who have operated Rock-Ola instruments in the past know the advantage of operating equipment into which the finest parts and workmanship have gone.

Even though the factory is given over to vital war production at the present, the engineering and experimental division has remained as active as ever and new and startling discoveries and innovations in musical reproduction are being carefully tested and perfected for the new and greater post-war Rock-Ola Phonograph. Some of these startling discoveries have been revealed to the daily press and given elaborate treatment by editorial writers.

We, as Rock-Ola Distributors for Southern California and Nevada, are proud to be part of this enterprising organization and we eagerly look forward to the day when we will be privileged to offer you the post-war Rock-Ola—a phonograph destined to be the greatest and finest this industry has ever known.

CLOSE-OUT PRICES ON NEW EQUIPMENT

10 MODERNE TONE COLUMN SPEAKERS, \$90.00 value.....ea.	\$50.00
25 ORGAN TONE COLUMN SPEAKERS, \$88.00 value.....ea.	47.50
15 TONE-O-LIER SPEAKERS, \$60.00 value.....ea.	49.50
20 UNIVERSAL TONE COLUMN CABINETS for Wall Box Installation (on front). Value \$100.....ea.	50.00
10 SPECTRAVOX TONE COLUMNS (Used).....ea.	50.00
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COIN
MACHINE
REVIEW

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FOR
OCTOBER
1943

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.

BLUEBIRD

- 5★ 30-0818 Spike Jones
HOTCHA CORNIA (FT)
THE WILD, WILD WOMEN (FT VC)

Here is a record presenting corn that is corn, with a lot of new tricks, noises and embellishments including a Sneeza-phone. Jones and the lads are just back from a personal appearance trek that saw them break theater records across the nation. This, plus the group's return to the Bob Burns air show on October 7th, and their featuring of "Hotcha Cornia" in the Warner Brothers picture "Thank Your Lucky Stars" which has just been released nationally, makes this a red hot disc for the automatics. "Cornia" is the City Slickers' idea of how "Dark Eyes" should be treated in typical barnyard fashion. Second side has Del Porter at work on the vocals and the modernization by bringing in a take-off on women drivers should make the number "click" with the lads at least. All in all the disc packs plenty of entertainment.

COLUMBIA

- 4★ 36681 Xavier Cugat
BIM BAM BUM (Guaracha)
THANKS FOR THE DREAM
(Beguine—Vocal)

First is a contagious melody with a

3★ **GOOD.** Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

Latin beat that is delightful to listen to. The entire personnel of the band have chances to "show off" and the results are sizzling, gay and exciting. Second side is a sultry, smooth, exotic bit of sweet-singing and Carmen Castillo, plus the Cugat Chorus project a neat bit of lyrical listening.

CAPITOL

No Records Received

DECCA

- 4★ 18562 The Sportsmen
WHAT DO YOU DO IN THE IN-
FANTRY (V)
KE-TOKY-I-O (V)

To our way of thinking this is the best all-vocal disc to date. The Sportsmen have discovered the right technique and their colorful treatment is superb. First side is a dandy marching tune in 6/8 tempo. Arrangement is outstanding. Second side has a western flavor and gives the lads a chance to do a bit of individual work which proves delightfully refreshing. A natural for the automatics.

- 3★ 18563 Andrews Sisters
HELENA (FT V)
I LOVE YOU TOO MUCH (FT V)

Compared to previous Andrews efforts this one suffers. Tunes are partly

responsible and were probably salvaged from the discard file when platter shortage became so definite. Sisters follow their regular rhythm style. First number is a polka, second a "lift" from a Yiddish musical. If your patrons are extra hungry for the Andrews Sisters stuff this one down their throats. They might not gulp too much.

HIT

- 4★ 7074 Harry James
FLIGHT OF THE BUMBLE BEE (FT)
MY GREATEST MISTAKE (FT VC)

"Flight" is considered a tough composition for a violin but on a cornet it's doubly so. James' manipulation of the number is something out of this world and definitely a delicious dish for the James fans. Second side is in straight dance tempo with Dick Haymes on vocals. Although an oldie it is still good and will gather its share of coin.

- 3★ 7063 Walter Schumann
THERE WAS A LITTLE GIRL (FT VC)
THIS IS MY PRAYER (FT VC)

An "also ran" pair of tunes with nothing special to recommend them. Melody Maids are featured on the vocals and are only so-so. "A" side is a spritely ditty while platter mate is another war tear-jerker.

- 4★ 7062 Willie Kelly
I DUG A DITCH (FT VC)
I HAVE FAITH (FT VC)

"I Dug A Ditch and Struck It Rich In Wichita" is the redeeming feature of this record. Humorous number is from the MGM film "As Thousands Cheer" and cleverly done by a male vocalist. Second side is in a more sober tempo with fair sentimental lyrics. Should please.

- 4★ 7061 Peter Piper
THE DREAMER (FT VC)
HOW SWEET YOU ARE (FT VC)

Hit Records have had the edge on new recordings from musical films since the Petrillo ban and this Peter Piper rendition of two of the hits from Warner's "Thank Your Lucky Stars" is of equal calibre to past efforts. Operators can cash in on the film popularity by using the disc right now. Both are entrancing numbers and get good treatment here. You can't miss on these two.

- 4★ 7059 Hal Goodman
PEOPLE WILL SAY WE'RE IN LOVE
(FT VC)
I NEED A GUY TO TIE MY TIE (FT VC)

Buy this for the "A" side only. The "B" side just isn't. However the hit tune from the current New York favorite musical "Oklahoma" is very well done and male vocalist does a good job on the lyrics. Recommended.

- 3★ 7058 Hal Goodman
MORE THAN ANYTHING IN THE
WORLD (FT VC)
FORTUNE FOR A PENNY (FT VC)

Average dance tunes played in
(See Records, Page 32)

PERMO POINT

The favorite needle of
coin phonograph operators everywhere.

HERE IS THE DIFFERENCE



The difference between Permo Point Needles and other needles is to be found in workmanship and materials. Only Permo Point has the precious Permometal tip... precision ground to give faithful reproduction and maximum record life.

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RECORDS



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Simply transfer your present mechanisms to these brand new cabinets and reap all of the extra profits that go with a new machine. Limited quantity, so see these Jennings Beauties at

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FOR
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A few reconditioned three and fifteen-unit stations complete with turntables, power-packs and microphones. Also three-way coin chutes (will take nickel, dime and quarter), including slug rejectors and trip switch assemblies. Write us regarding your wired music repair needs.

FOR YOUR CHIEFS

Although we're working night and day for Uncle Sam, we can still furnish emergency parts and repairs. Send your Chiefs in for complete lubrication and adjustment to keep them in tip-top shape. If the cabinets are damaged or worn we can repair your mechanism and install it in a new "Victory" case. Get your repairs now while parts are still available.

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SAVE AND INVEST IN WAR BONDS

Oregon Tax Voided

PORTLAND, Ore.—In a momentous decision Circuit Court Judge Walter Tooze has ruled that the Oregon state law assessing a fixed tax upon coin-operated amusement devices and automatic phonographs is unconstitutional and in violation of individual rights.

Judge Tooze overruled the demurrer of the State tax commission to the complaint filed by S. A. Sedlock, operator of approximately 50 automatic devices. Sedlock had attacked the statute on constitutional grounds.

Said the *Portland Oregonian*: "Recently three circuit judges, sitting en banc in Portland, held the act unconstitutional in a case involving some 38 coin-in-the-slot operated musical devices.

"It would be most presumptuous for this court to inquire into or concern itself with the correctness of that decision," Judge Tooze said. "This court might content itself with adopting the decision in the case as determinative of the issues now before the court, but it appears to this court that there are other constitutional objections to the act in question of equal importance to those considered and adopted in the other case."

"Pointing to the feature of the law for providing funds to pay old-age assistance, Judge Tooze declared it is a travesty on justice that elderly persons should be compelled to look to 'profits from the sale of intoxicating liquors and taxes upon petty amusement devices as the source of revenue necessary to give them economic justice.

"It has been stated that it is expedient that this law be upheld because of the necessity of raising funds with which to pay old-age assistance," Judge Tooze said. "Expediency only should never be adopted as a just reason for frittering away the constitutional rights of an individual. There has recently been too much attention paid by the courts to collective social rights and too little attention given to the constitutional guarantees of an individual.

"The guarantees of our constitution, and particularly the so-called bill of rights, are there as a protection to the individual and should be jealously guarded. There was a

time when every American citizen looked upon the constitution as something to which he might turn with confidence for protection against the encroachments of a majority. So much has occurred in judicial construction that this confidence of the individual has been badly shaken, and justly so.

"Financial assistance to our elderly and worthy citizens is now a fixed principle in our economic life. For a trip 'over the hill to the poorhouse' we have justly substituted the payment of an annuity and payable to our senior citizens as a reward for good citizenship and not as a charity to pauper beneficiaries.

"Though wholly unnecessary to a decision herein, nevertheless it does seem a travesty upon justice that our senior citizens should be compelled to look to profits from the sale of intoxicating liquors and taxes upon petty amusement devices as the source of revenue necessary to give them economic justice."

"It is expected that the cases will be appealed to the Supreme Court for final decision. Judge Tooze pointed out that even if the law is finally upheld the revenue to be derived from its operation is far below that estimated when the act was before the Legislature for passage.

Repointing Pleases

HOLLYWOOD—"Bennett precision needle repointing service has satisfied hundreds," says W. E. Simmons, Bennett representative, "and thousands of needles are being repointed every week in the special repointing department of the Bennett factory in Chicago."

Alpha Distributing has prepared a special used needle box suitable for mailing in old needles for the repointing service. Boxes are free for the asking and each is labeled with the operator's name and address.

A Bit of Irony

SAN JUAN (P. R.)—When a new defense unit recently arrived at an unnamed Caribbean base, members uncared a radio-phonograph combination and 125 brand new records to help pass the time.

When they started to thumb through the records the boys were a little chagrined to find 40 records of *Time on My Hands* and 40 copies of *No Letter Today*.

Yanks Like Old Songs

LOS ANGELES—Donald A. McKibben, musical adviser to the United Service Organizations, revealed that the 1943 model American soldier is up to date but he sure likes the songs dad sang, on a recent visit here.

"Many of the World War I favorites are being sung," he states. "These include *Over There*, *Katy*, *Pack Up Your Troubles*, and needless to say, *Mademoiselle From Armentieres* with plenty of new verses. Also still older Americana like *I've Been Working on the Railroad* gives a kick to young men today as it did to their fathers and grandfathers."

Automatic music operators might cash in on this definite preference by using some of these tunes on machines in spots frequented by the boys.

Bing Still Has Edge

LOS ANGELES—The personal appearance of Frank Sinatra in the Hollywood Bowl and his presence in these parts while making a picture at RKO led Don Otis, KFAC disc jockey, to conduct a poll amongst listeners as to whether or not Swoon-atra had taken the crooner's crown from the brow of one Bing Crosby. Votes were invited by mail and the tally showed Bing still had the edge by a slim margin of 43 votes on a polling of 3153 votes.

Packard Expands

LOS ANGELES—The Packard Manufacturing Corporation recently purchased another large factory in Indianapolis to accommodate their fast growing demand for war products.

W. E. Simmons, Packard Western Representative, has just returned from a trip to Indianapolis and reports the Packard plants running at top speed.

Bill accompanied Homer E. Capehart on several trips to nearby cities in Indiana where Capehart addressed various groups at industrial centers, and civic organizations. Capehart has a new and interesting address, entitled "Music To Guns," which he illustrates with several ordnance parts through special permission of the War department. According to Simmons the speech is the most enlightening and inspirational Homer has yet delivered.

RECORDS

(Continued from Page 30)

straight dance tempo with vocals in the traditional manner. Goodman didn't waste too much time on the orchestrations on either recording and the numbers show lack of polish. First side is best of pair and will please in the less discriminating spots.

4★ 7055 Peter Piper
IN MY ARMS (FT VC)
TAKE IT ON THE E STRING

The catchy tune from MGM's "See Here, Private Hargrove" fairly beams under the treatment given it by Peter Piper on the "A" side of this release. Vocal work is featured throughout and some clever catchlines are worked in. Second side is a weak number from the "Lady of Burlesque" flicker, and as automatic phonograph fare it's a "dud." Buy this for the first side and you won't miss.

OKEH

No Records Received
VICTOR

No Records Received

* * *

Motto of a modern co-ed: Every man for herself.

COIN
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FOR
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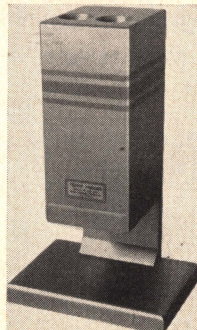
NICKEL NUDGERS

The Operator's Ideal Christmas
Gift to Locations!

These changemakers dispense accurately in multiples of five nickels, making change rapidly available for play on games, music machines, etc. A Christmas gift acceptable to your locations that will aid you in increasing coin machine play. Operators write for quantity prices.

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SOUTHERN CALIFORNIA

LOS ANGELES—While the "take" with operators in all parts of this area remains at a more than satisfactory level, the sale of equipment in jobbing and distributing circles during September was particularly slow. Inactivity was due to the ceiling regulations placed in effect on September 1st. Boys did not know just where they stood and how the rulings would be interpreted. However by the first of this month most of them got the dust out of their eyes and sales started in again at a brisk rate. In fact Bill Happel, of Badger Sales, related that the first five days of October were better than the whole month of September.

Howard Grohe, Cliff Rigdon, Clyde Baerresen and Robert Causey, all old time operators, made it to Paul Laymon's on October 12th and chewed the fat around the cracker barrel while discussing the days that use to be.

W. E. Simmons, just back from an eastern jaunt which took him to Indianapolis and way points and saw him buy and sell seven routes of coin-controlled equipment on the way, reveals he will leave on November 3rd for a trip through Texas.

Recent out-of-towners spotted on the coin machine rialto included: Joe Richarme and L. A. Barnes, Long Beach; Tommy Mason, San Ysidro; J. B. McGowan, Dunsmuir; Bill Sparrow, Santa Barbara; Mr. and Mrs. Elbee Gerson, Bakersfield; Ted Bloomer, Mojave; H. A. Presher and Art Dawes, San Diego; Ray Faust, Santa Ana; E. E. Benjamin, Santa Monica and Vern Owen, Banning.

With "meat" as their objective Jack Gutshall, Jack Pfeffer, Al Cooper, Carol Leinert and Pete Schneider left here on October 13th. The meat they seek is naturally venison and they hope to return on the 25th with a buck each.

Lucille and Ray Smith, Barstow, did it again. They came to town, yessir, just as reported in almost every issue heretofore, but this time Jack Gutshall took them over and how! He wined and dined them and gave them an evening long to be remembered. Following week the Gutshalls were invited to enjoy the Smith hospitality and that of the thriving metropolis of Barstow. Something kept them from going. A singing comb prize to the best guesser.

Russ Collyer has added two panel trucks for servicing of his cigarette machines.

Phil Robinson makes trips to Bakersfield regularly to look after his interests there.

D. H. Osborn, Piedmont, spent the early part of October in Los Angeles visiting his father, A. D. Osborn, and conferring with W. E. Simmons on a few plans for the future.

Acting on complaints from ministers of National City that gambling was rampant in the town, police revoked the licenses on 60 marble games September 24th.

Bob Reeder makes regular trips into the big town from Glendale to pick up equipment for refinishing. Slots are Bob's specialty.

Ollie and Fred Trevillian, Santa Barbara, visited the local coin chute gentry on September 28th.

Wilbur Radeline, service man for Davidson Brothers, cigarette operators, operates a nifty gift shop and stationery store at 6th and Westmoreland as a sideline.

Mary Jane Dick, private secretary for Bill Happel left town on the 16th for New York and Boston. Mary Jane hopes to reach Boston before her soldier-intended is shipped out. If she makes the grade the two will be married before he leaves.

TURN PAGE



BUY WAR BONDS

Today—Tomorrow
—Every Day!

SAVE YOUR TIRES — GAS

Phone or Write Your Needs — PROMPT SERVICE
We are equipped to handle your wants—Complete stock of parts, new and used games, ARCADE EQUIPMENT . . . Vending machine cards, etc. Our reconditioned machines are tops . . . LOW PRICES

OPERATORS — WE RECOMMEND

VICTORY GAME CONVERSIONS FOR SICK PIN GAMES
Now Ready for Immediate Delivery:

New Conversions:

BOMB THE AXIS RATS for Star Attraction f.o.b.
BOMBARDIER for VICTORY CHICAGO
KNOCK-OUT THE JAPS (for Knock-Out), **SLAP THE JAPS**
(for Stratoliner), **SINK THE JAPS** (Seven Up), **SMACK**
THE JAPS (for Ten Spot), **HIT THE JAPS** (for Gold Star)

\$9.50
Per Set

WE WANT TO BUY

BIG PARADES — ARGENTINES — GOBS WURLITZER 750's

MUSIC
Wurlitzer 750E
Seeburg 8800
Seeburg 9800
etc.

Mills Three Bells, late
Keeney Two-Way Bells
Keeney Four-Bells
etc.

ARCADE EQUIPMENT

Bally Rapid Fires
Bally Defenders
Evans Super Bombers
Kirk Night Bombers
Keeney Air Raiders
Evans Tommy Guns
(late model)
Mutoscope Sky Fighters
Mutoscope Drivemobile
etc.

SLOTS
Blue Fronts
Brown Fronts
etc.

ONE BALL FREE PLAY

Bally Longacres
Bally Thoroughbred
Bally Pimlico
Bally '41 Derby
Keeney Fortune
etc.

CONSOLES
Mills Four Bells, 5c
Mills Four Bells, 5c and
25c

You Cannot Afford To Be Without the New
Gottlieb (Ref.) STAGE DOOR CANTEN 159.50
Now Ready!

SPECIAL
WATLING HOROSCOPE SCALES—NO SPRINGS
EXCELLENT CONDITION—LIKE NEW . . . \$139.50

CONSOLES		BEST GRADE COIN WRAPPERS 65c per M. 1000 to 50,000
JUMBO PARADE CLUB BELLS \$249.50	SUPER BELLS \$239.50	
Write PAGES RACES \$189.50	BAKERS PACERS D.D. \$275.50	
All in excellent condition		
Western Portable Flame-Arc Welder \$24.95 (World's Lowest Priced Professional Welding Outfit) HUNDREDS OF GAMES TO CHOOSE FROM Write for complete price list		

PAUL A. LAYMON
1503 W. Pico Blvd. DRexel 3209 Los Angeles 15, Calif.

COIN
MACHINE
REVIEW

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Bud Parr, General Music head, returned October 10th from a four week trip that took him to Seattle and various parts of the Pacific Northwest on his defense activity. Returning home Bud had a chance to spend a week with Ernie Brennan at the San Francisco offices of General Music.

Glenn Wallichs, general manager of Capitol Records, is back in Hollywood after a lengthy business trip through the East.

Mr. and Mrs. Harry Gordon, San Diego, visited with the Paul Laymons the first week of October on a stop-over on their vacation trip to San Francisco.

Ed Zukrow, stationed with the Air Corps in the western sector, spent a day in early October with Bill Happel at Badger. Zukrow is a former Milwaukee operator.

Paul A. Reardon has opened a Funland Arcade in the east side of Los Angeles on North Ford Boulevard.

J. H. Whitted, Williams, Ariz., visited local jobbing establishments in September in search of equipment.

Gus Fox, San Diego, found help was as difficult to find here as in his own home town. After looking around he went home without his men.

Bill Happel left here on the 13th for a trip of a week or two to Independence, Bishop, San Joaquin and Sacramento valley towns and the San Francisco area. Happel has a lot of equipment headed this way but not due to arrive until the end of the month so he utilized the in-between time to get out in the field and see some of the boys on home ground.

Barry Beauregard is now a Corporal according to information received here. Barry formerly operated marble tables in the county but is now in the South Pacific theater of war.

"What are you crying about?" is Bud Parr's quick retort to an operator's complaint on rationing, tire shortage and the like. "Our forefathers," says Bud, "did without sugar until the 13th century, without coal fires until the 14th century, without buttered bread until the 15th century, without potatoes until the 16th, without coffee, tea and soap until the 17th, without pudding until the 18th, without gas, matches and electricity until the 19th, without canned goods until the 20th and we have had automobiles for only a few years. Now, what was it you were complaining about?"

John Jackson, Long Beach, has been released by the army, and was in for a look-see on the equipment outlook.

Jack Gutshall started a fresh mustache a few days before leaving on his hunting trip. The coin machine fraternity look for a nice growth of brush on his upper lip when he returns on the 25th.

Lieutenant Jerry O'Neil, former music operator, enjoyed a short furlough in Los Angeles and is now back on his ship in the U. S. Maritime Service. Jerry was well decorated with ribbons emblematic of service in several different parts of the world during the past year.

Lucille Arnold, Barstow, spent her vacation for this year hob-nobbing with the coin lads and lassies of San Francisco.

Al Weymouth, who has confined his activities to cigarettes principally in the past, has taken on a marble table route and pur-

chased the operation of Billy Mason in Santa Monica.

Lucille and Paul Laymon made the October 15th deadline and got Christmas gifts off to a number of their old customers now serving across the seas in our armed forces.

Sam Oser, who sold his marble table route and joined the service, despite his 51 years, about eighteen months ago, is back home with a medical discharge from the army. Oser expects to go back in the operating business. He was with the Yanks on the invasion of Africa and saw six months of service there. In addition Oser is a veteran of the first World War.

Frank Anderson, Honolulu operator, made the mainland in October and visited the various local jobbing outlets.

Mr. and Mrs. J. A. Ewing, Bakersfield, dropped into town in early part of the month with three of their girl operators and mechanics, in search of equipment. They headquartered at Laymon's. The Ewings are quite proud of the way in which they have broken in women to take care of the jobs men used to handle in their operations.

Last of September we had a really hot day—remember? In mid-afternoon Jack Gutshall called THE REVIEW offices and made his wants known without delay by exclaiming: "Got anything cold to drink over there?" Back came the answer: "We've got plenty of bourbon but no mix." Ten minutes passed and in came Jack with a case of Coca-Cola. Needless to say, desks were cleaned and business suspended for the rest of the afternoon. Now we're waiting for another hot day.

Frank Navarro is getting ready to make another flying trip to his operations in Mexico City and the Federal District. Frank says Mexico City is heaven on earth these days. No rationing, no gasoline shortage, plenty of meat, liquor, nylon hose and beautiful señoritas. Apparently Charlie Robinson believes the same for he is now in the Mexican capitol for the second time this year.

Business at General Music has been exceptionally good for the past month, according to Fred Gaunt. Bud Parr has been getting out in the field and buying up equipment. The past month has been very brisk too in the buying and selling of a number of routes.

Add to out-of-towners in for a look-see and needed equipment: Bert Hammond, Santa Ana; Frank Hardy, Oxnard; Perry Irwin, Ventura; Dannie Jackson, Pismo Beach; Allen McMahon, San Jacinto; Floyd Knudsen, Fresno; Archie Freeman, Oceanside; Chris Torrez, Westmoreland; I. B. Gayer, San Bernardino; Del George, Palm Springs; Gerald Cooper, Riverside; Mike Goreff, Templeton; Charles Peverly, Oxnard; Barney McCoy, Sacramento; Clark Shaw, Long Beach and George Wheelock, San Diego.

D. D. Patton, Turlock, has sold out his music to the Modern Music Co.

Bill LeBahn, Orange, has sold part of his music business. Bill wants to give more time to raising oranges.

"Tessie, the bow-legged secretary, shouldn't feel too bad," says Fred Gaunt,

"for many a sucker has been caught on bent pins!"

Bill Wolf, San Diego, makes regular trips between his San Diego and Los Angeles offices of California Amusement Co. Operators from all parts of the southland have called on the local office to pick up some equipment and wish the new office well.

Laymon Reports Activity

LOS ANGELES—Any thought that the Coin Machine Industry sales in jobber and distributor circles would shrink into an insignificant volume after 22 months of total war, was knocked into a cocked hat this week when Paul A. Laymon, local jobber and distributor, revealed that sales have been above par and far exceeding expectations.

"Right after Pearl Harbor and the months following, a lot of our operators pruned their routes or sold them altogether. They were draft conscious and had other propositions presented them wherein they could domestically serve the nation more adequately in its wartime effort. This condition, while still existent, is being adjusted somewhat and many of the boys, honorably discharged, are resuming their operations again and looking for equipment. Then, too, the operators who went into war work find they still have time to take care of a modest operation in a restricted area and the old 'love of the coin chute' is bringing them back to the fold. Consequently our sales are way up for this time of the year and we're very happy about the situation."

"The OPA regulations did not affect the marble table jobber as much as some other branches of the business," Laymon continued. "Our games were mostly below ceiling before the regulations became effective."

"Right now we're doing a marvelous business with operators in Oregon, Washington, New Mexico, Arizona and Texas in addition to our local state. REVIEW advertising has focused operators' attention on our organization and we are adding many new friends and customers in the Western area. We are also shipping considerable equipment to our customers in the Hawaiian Islands."

"A hit number with us today is Sullivan-Nolan's Sportsman. It lives up to everything the refurbisher says about it and it is worthy of the operator's consideration. We are also enjoying a nice run on two new conversions—Bomb the Axis Rats for Star Attraction, and Bombardier for Victory. In addition sale of coin wrappers has been particularly active and despite paper shortages we have been able to supply them in large quantities."

Tonedart Needle Offered

CHICAGO—J. F. Bard, Midwest distributor for Continental and Musicraft records, has taken on the national sales of the new Tonedart permanent phonograph needle.

Developed by William H. Hutter, sound and mechanical engineer for the Rock-Ola Manufacturing Corp., the needle is the first of several Tonedart products to be offered operators.

Hutter worked for three years on perfecting the needle. Its dartlike shape, he contends, offers a certain springiness and elasticity which assures a floating effect upon the record played and the least possible wear to the record.

Actual tests show the needle capable of excellent performance on from 2500 to 2750 plays and 260 plays on one record. Tests made in San Francisco by M. A. Pollard & Co. show the same surprising results and reports have been received from servicemen showing plays of over 5000 records per needle.

TIP TICKETS AND JAR GAMES

120 Tip Books	\$42.00 Gross	2040 Red, White and Blue Jar	
120 Casho Sealo	48.00 Gross	Tickets	\$2.75 Per Bag
1836 Combination Tickets	\$2.50 Per Bag	2520 Red, White and Blue Jar	
2280 Combination Tickets	3.00 Per Bag	Tickets	3.25 Per Bag

Buy Today—Government Closing Order October 30th. 25 Per Cent Must Accompany Order.

We Do Not Pay Express, Telegram or Phone Calls.

BUCKEYE SALES CO.

ROOM 22, ANDERSON BLDG.

GREENVILLE, OHIO



William Parr

Industry Gives Much - - Asks Little

by William Parr

I doubt if there is another business in the United States, or another line of activity that does so much, pays so much, and asks for so little thanks or consideration, as the Coin Machine Industry.

Have you ever stopped to consider this Industry—the part it is playing in our present economic structure, the tremendous taxes it is called upon to pay, the skillful help and cooperation given by every member in every branch of the business,—and then stopped to realize what little is expected in return?

Over the years the history of the Coin Machine Industry has been one of constant and steady growth until today the Industry ranks in importance with many other branches of the amusement business. The way has been long, the path has been difficult, but today—at its present position—it asks little and gives much.

Our men have committed themselves nobly in the war effort. Hundreds of them are in the front line trenches. Those at home have freely contributed their time, talents and abilities in various fields. Some are air raid wardens, some are Civilian Air Patrol pilots, all have aided in the various scrap drives, war bond drives and almost to a man, have made donations of blood over and over again. And, in addition, they have maintained their routes of amusement devices and thus contributed substantially to the maintenance of the home morale of our war workers and men in arms.

These men who have given so much and asked for so little, have no pressure groups or lobbyists to look out for their interests. They ask for no subsidies, priorities or preferences. All they ask is the privilege to continue serving and be permitted a fair profit in return for their efforts.

The nation, as a whole, owes a debt of gratitude to the staunch Americans of the Coin Machine Industry. May the day soon come when proper recognition, respect and admiration are bestowed upon an Industry so gloriously entitled to this—yours, and my Coin Machine Industry.

Two New Firms

BALTIMORE—Two new firms made their appearance on the Coin Machine horizon during September.

Lou Hinden's Free State Distributing Co. opened at 440 North Gay street. Firm intends to distribute all types of coin-operated devices. In addition a wide assortment of phonograph records will be carried.

Second entry is Milton Katz and his Neptune Vending Co. Katz has opened offices at 37 South Liberty Street and moved his operation here from Atlantic City. He will

FISCO'S DISTRIBUTORS PRICES to DISTRIBUTORS!

If you buy for Resale and will so state
in your order to us, we will ship at the
following prices:

(2) 25c CHERRY BELLS

3-5 & 3-10 P. O.

Like New WRITE

- (2) 10c BROWN FRONTS, 3-5, Late, Very Clean, Each.....\$259.50
- (1) 5c JENNINGS MASTER CHIEF, Exceptionally Clean, Each.....219.50
- (4) 5c BROWN FRONTS, Like New, Each.....193.50
- (2) 5c CHERRY BELLS, 3-10, Like New, Each.....194.50
- (1) 5c BIG CHIEF, 3-5, Refinished Like New, Each.....129.50
- (1) 5c PACE KITTY, 3-5, Very Clean, Each.....127.50
- (2) 5c EXTRAORDINARY, 3-5, Refinished Like New, Each.....97.50

(3) 10c BONUS BELLS LIKE NEW GOLD FRONT WRITE

SUPER-BELL 4 WAY(5c-5c-5c-25c Play) Write

(6) 5c BONUS BELLS

LIKE NEW
GOLD FRONT
\$249.50

(25) 5c New, in Crate \$72.50
Blue & Gold Vest Pockets each

- (1) 5c-25c BALLY, Very Clean, Each \$97.50
- (3) 5c FUTURITY, 3-5, P. O., Refinished Like New, Each.....97.50
- (7) 5c BLUE Q.T., Like New, Cherry Reels, Each.....74.50
- (1) 5c CAILLE 7-WAY, Very Clean, Each.....69.50
- (3) 5c PACE COMET, Refinished Like New, Each.....69.50

(10) 5c BLUE FRONTS

S. J. C. H.
Refinished
Like New
\$149.50

Consoles • One Balls • Music • Miscellaneous

LONGACRES

Late Model
Very Clean \$475.00

WURLITZER 950

(Exceptionally Clean)....\$625.00

WURLITZER 24

(Exceptionally Clean).....159.50

VICTORIOUS '43

New, in
Crate \$189.50

- HIGH HANDS, Exceptionally Clean..\$149.50
- PACES REELS, P.O., Very Clean.....99.50
- '38 TRACKTIME, Very Clean.....97.50
- WATLING BIG GAME.....94.50
- '40 PACE SARATOGA, P.O., Very Clean.....69.50
- MILLS OWL, Latest, Exceptionally Clean.....59.50
- '39 PACE SARATOGA, P.O., Very Clean.....47.50
- MILLS JUMBO PARADE, P.O., Very Clean.....89.50
- MILLS JUMBO PARADE, F.P., Very Clean.....74.50
- ROYAL FLUSH.....79.50
- ROCKOLA '39 DELUXE, Very Clean..179.50

- MILLS THRONE, Exceptionally Clean \$149.50
 - CHICKEN SAM.....105.00
 - REVOLVROUND, Streamlined, Single Safe.....79.50
 - CHIMETAL Double Door, Single Safe, Except.....69.50
 - MILLS DOUBLE DOOR, Single Safe.....59.50
 - EXHIBIT BOWLING ALLEY, Very Clean.....79.50
 - GRANDSTAND (Very Clean, 1 Ball P.O.).....89.50
- Items listed above is but partial list of our stock! Complete line of Cards, Strips, Club Handles, Etc. Write us your needs and we'll rush "distributor" quotation and full particulars!

FISCO SALES CO.

(TEL. 3486)

"The House That Guarantees Satisfaction"
MONUMENT SQUARE HAVERHILL, MASS.

confine his attention entirely to vending machines and operate a substantial quantity of nut vendors and cookie vending machines.

Wolf Heading East

SAN DIEGO—M. S. Wolf, head of the California Amusement Co. of San Diego and Los Angeles, is leaving San Diego in the near future for a buying trip that will take him as far East as Chicago. Wolf intends to make a thorough coverage of the operators in the middle west states and purchase needed equipment for his customers in the west.

Rene To Write

LOS ANGELES—The November issue of THE REVIEW will carry an article by Otis Rene, of Excelsior Records, on "A Composer's Opinion of the Automatic Music Operator."

Rene has composed a great number of popular songs in past years and his opinion of what the average composer thinks of the music operator and the national network of

three hundred and fifty thousand phonographs will be interesting reading.

In addition to handling Excelsior Records, Rene is busy at the present time on the score of a colored musical revue to be presented at the local Mayan theater opening in December.

Marvel Price Upped

PHILADELPHIA—Stephano Brothers, manufacturers of Marvel cigarettes, have announced a price increase under authority of an OPA ruling and the new price has been fixed at fifteen cents per pack or two packs for twenty nine cents (which in this state includes the Pennsylvania tax of two cents per pack).

The manufacturers have just launched a comprehensive advertising campaign in the territory from the Atlantic to the Rocky Mountains, using newspapers, billboards, and window displays, to sell smokers on their new method of packing which, they maintain, keeps cigarettes fresher twenty-five percent longer than other methods.

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Wolf Has Open House

LOS ANGELES—M. S. Wolf celebrated the opening of the Los Angeles branch of his California Amusement Co. at 1348 Venice Boulevard with an Open House celebration on September 24th and 25th at which he and his staff played hosts to the operators of Southern California.

Those attending were surprised to see the changes wrought in the building. New tile floors had been laid, the offices generally remodeled, walls refinished in pastel shades, beautiful furniture in all of the private offices and heavy frieze carpeting. Fluorescent fixtures throughout bathed the show-rooms, offices and service departments in a soft, cool rosy light.

On hand to greet the operators were M. S. Wolf, owner; C. M. Garton, branch manager; and M. E. Thiede, salesmanager. Food, consisting of sandwiches of various kinds, salads, pickles, olives, tomatoes, and the like were on hand in tremendous quantities and on the refreshment side the well stocked bar resembled a first class liquor store before the days of shortages. Needless to say the operators enjoyed themselves to the utmost and many made their stop an all-day visit and reluctantly departed when closing time finally arrived.

In addition to a liberal attendance of operators, jobbers and distributors of Los Angeles, visitors were clocked from Pasadena, San Diego, Santa Ana, Bakersfield, North Hollywood, Burbank, Colton, Riverside, Glendale, Maywood, Flintridge, Anaheim, Long Beach, Santa Barbara, Oxnard, San Pedro and many other Southern California communities.

A more detailed account of the new quarters of California Amusement appears in their two page advertisement on pages 20 and 21 of this issue.

"E" Flag for "Bally"

CHICAGO—The Army-Navy "E" Award Flag, awarded for outstanding production of war materials, will soon be hoisted over the home of "Bally" games and venders, according to announcement by George Moloney, Vice-President and General Manager of Lion Manufacturing Corporation.

"Many of our friends," Moloney stated, "Are unfamiliar with our corporation name, as distribution of "Bally" products was handled by our sales organization, Bally Manufacturing Co. However, the Lion plant on which the Army and Navy are conferring the "E" Award is the same plant in which "Bally" products were manufactured for years, and the old "Bally" organization is active in the production of war material. George Jenkins, for example, General Sales Manager of Bally Manufacturing Co., is now supervisor of a very important part of our total production. Herb Jones, "Bally" Advertising Manager, is acting as my assistant in the management of all Lion production. Our engineering and production staff, which produced "Bally" games in the past—are now breaking records in production of war material."

Moloney stated that the letter informing Lion Manufacturing Corporation of the "E" Award had been received, and that the date of the Ceremony of Award would be announced later.

Sergeant: "Everything shut up for the night?"

Private: "That sarge, depends on you. Everything else is."

Reporter—I've got a perfect news story.

Editor—How come? Man bite dog?

Reporter—No, a bull threw a professor.

MUTOSCOPE

(Continued from Page 17)

mit our coin industry friends who were frequent visitors in the good old days to take a run through the factory they would observe things that would intrigue them no end. What was formerly our Art Department is today a Paint Department. The men who formerly used brushes and sprays to glamorize Sky Fighters, Photomatics, etc., are now experts at applying olive drab to devices and parts that are symbols of the grimness of war. They have learned to mix paint that will resist acid, wind and war. This and other improvements will not be scrapped when the war becomes history.

Our Cabinet Shop took pride not long ago in the craftsmanship it used in making housings for Mutoscope products. We still have a Cabinet Shop. It is bigger and better. But it is a peripatetic unit. Its men are all over the plant, installing partitions, tearing them down, constructing offices, rest rooms, changing the physical appearance of floors overnight—all to keep pace with shifts and adjustments necessary in our present operation. Our former cabinet makers are also playing a vital part in the machining of war parts. The important process of routing—which consists of cutting metal into various shapes and sizes—has been placed in the hands of our master cabinetmaker. His men are turning out a swell job.

Thousands of feet of space were formerly devoted to assembling and wiring units for Mutoscope amusement devices. All of this has been taken over by machine shop tools. The Iron Shop and Sheet Metal Department that formerly regarded the Photomatic cabinet as its *piece de resistance* turns out today items that make Photomatic cabinets look like childplay.

We have stated in the foregoing that the most interesting things we are doing cannot be told. Yet we can tell about one of our miracles. One of the first things a boy studying high school physics learns is that light travels in a straight line. In Mutoscope we make light travel "around the corner" in a steel tube. On the job where this miracle is performed Mutoscope was the only contractor, working directly for Army ordnance, to surpass production quotas two consecutive months.

Besides being proud of its home front record as a war plant, Mutoscope takes particular pride in the 100 men that have left Mutoscope to enter the armed services and who are scattered all over the world.

To keep pace with the times Mutoscope has made interesting changes in its administrative setup. It has formed a Welfare Department, which is devoted exclusively to the interest of employees and has the full-time services of a trained executive. All recreational and patriotic activities are in the hands of this department. It helps employees in various ways that are too detailed to mention here. But the results speak for themselves. Even before the War Manpower Commission took a hand in the situation by its release regulations, there was comparatively little turnover in Mutoscope. We have manpower problems. Every plant in the country has them. But we believe that they are at a minimum. One of the functions of the Welfare Department is the editing of a plant newspaper. It is a thoroughly professional job.

Maybe one of the several factors, aside from the Welfare Department, that has helped to keep our employees happy is the conversion of a plot adjacent to our plant into a recreation park for employees.

This was christened Mutoscope Victory Park and was formally opened in the spring with a party at which President Rabkin was the host. Which means the one who paid for the drinks and food. The Park occupies an area of 10,000 square feet. It is surrounded by a white picket fence and has an abundance of benches, easy chairs, metal garden lounges and various sports facilities. Music is played during the lunch hour through a loudspeaker. (Mutoscope started using music to enhance morale and accelerate production several years ago. A system is now being installed that will carry music to every part of the plant and can be turned off at will.)

Mutoscope Victory Park is the only recreational area fostered by an industrial plant in the Borough of Queens. It is interesting at lunchtime to observe employees of plants that completely surround Mutoscope and its grounds gazing enviously at Mutoscopers regaling themselves within the confines of the park, pitching horse-shoes, playing quoits, dancing and sunning themselves on comfortable chairs, divans and benches. Mutoscope would have liked to do something about this—that is, make arrangements for employees of other plants to share the use of the commodious space—but War Department plant security regulations prohibit it.

About 40% of the present personnel were with Mutoscope before the war. This is a high percentage considering the fact that women comprise 50% of our present personnel. In peacetime women were employed only in our offices. Our experience with women in the machine shops as well as precision assembly work has been very favorable. We find that they learn quickly; that they enter eagerly into the spirit of a war plant and that most of the bugaboos that were written about problems attendant upon women in industry possess only academic interest for us. Maybe we have a well-conducted Personnel Department to thank for this. Maybe it's just plain luck. Whatever the cause, we are happy about women being added to our forces and we shall keep on adding them as long as we can get them.

So that's as much as can be told about how Mutoscope is faring under a war economy. Mutoscope is satisfied but not so satisfied that it would want the war to last one minute longer than necessary. Mutoscope is interested in winning the war. It is eager to get back into civilian production. We in Mutoscope know that when peace is here again we as well as those with whom we do business will benefit from our experience as a war plant. When materials can again be employed for the manufacture of coin machines we will be even more efficient because of skills developed in making precision parts and instruments; we will have greater capacity because of machine tools acquired for war work and we are learning every day the use of new materials and equipment that will not be discarded when we are reinstalled in the coin business.

When the time comes for us to doff the habiliments of war, when all of us are ready to resume our places in the civilian economy, operators and jobbers can be certain that more than ever before Mutoscope will be equipped to turn out what it has been noted for these many years—original and lasting equipment. Until then we will do everything we can to bring the boys back home with the laurels of victory on their brows.

Private—Did you fill your daté last night?

Sarge—I'll say I did. She ate everything in sight.

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Bargain Mart

5c PER WORD, MINIMUM \$1.50

No General Delivery ads accepted. Send copy, with remittance, to
COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING

We specialize in adjusting, tightening, cleaning, greasing and repairing Slot Machines and Vest Pockets. Have them buffed and painted to increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093 (SS-C)

WE BUY, SELL OR EXCHANGE

Phonographs, Slots, Consoles, One Ball and Five Ball Free Plays and all types of Arcade Equipment. Write stating your lowest prices in your first letter. We also carry a large stock of parts and supplies. OPERATORS EXCHANGE, 621 Van Ness Avenue, San Francisco, California. (ASON-P)

WANTED

25 Used DuGrenier 9 or 11 column Cigarette Machines. State condition and best price to: CALIFORNIA CIGARETTE MACHINE CO., 882 35th Avenue, San Francisco, Calif. (ASO-P)

CIGARETTE AND CANDY

Vending Machines — All makes and models, lowest prices, from operators being drafted. Unneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland Ave., Chicago (ASO-P)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles 15, Calif. (OND-P)

FOR IMMEDIATE SALE FROM STOCK

Pin Game, Phonograph, Slot, Digger, Vending Machine, Beverage, Cigarette, Movie, Scales and Salesboard Collection Books. Location Agreement and other forms. Specially printed books made to your individual needs at our low cost mass production methods. Write CHARLIE FLEISCHMANN, Specialist in Coin Machine Forms, for Free Samples and Suggestions. BALTIMORE SALESBOOK CO., 120 West 42nd Street, New York City 18. (ASO-C)

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Bally's Santa Anita, \$250.00; Hawthorne, \$100.00, one ball payout. F. O. B. Albuquerque, N. Mex. OEL LETSERP, 911 West Fruit, Albuquerque, New Mexico. (SON-P)

WILL PAY CASH

for any late model Phonographs in good condition. RAY TISDALE, 3644 Rose-lawn Avenue, Glendale, Calif., CHURCH-ill 9-3456. (SON-C)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

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Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 1070 Thompson St., Glendale 1, Calif. Telephone CItrus 3-3721. (TF-C)

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Look Ops! For our choice of your records we pay fourteen cents each and brother that's tops since the market laid an egg in 1929. The big music Ops deal with Devie's, California's largest used record dealer at 1615 Cahuenga Boulevard in Hollywood. (TF-C)

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8 ERIE DIGGERS

30 National Selective 5c Candy Bar Machines, \$22.50 each. 10 Mutoscope—Merchantmen Diggers, Cigarette Machines, Watling Scales—low model. NATIONAL, 4242 Market, Philadelphia, Pa. (OND-P)

WRITE US

for information and prices on carefully re-conditioned 5c Selective Candy Bar Vending Machines. All kinds. Also many 1c Vendors. ADAAR COMPANY, 533 South Euclid Avenue, Oak Park, Ill. (OND-P)

FOR SALE

Eight large upright Drop Picture Machines. Several different makes. Also several small counter machines. All refinished and in good working order. Large machines, \$35.00 each. W. D. NEW-COMB JR., Santa Monica Pier, Santa Monica, Calif. (O-P)

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What have you? Want to sell. What do you need? Coin machines of every description. X. L. SALES CO., 959 South Hope Street, Providence, R. I. (OND-P)

FOR SALE

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Cigarette and Candy Machines — All makes and models — ready for location. Under market prices. Unneedapak parts. Will buy or sell. M. POSTEL, 6750 N. Ashland, Chicago, Ill. (OND-P)

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3 5c Blue Fronts, \$145.00 each; 3 10c Blue Fronts, \$165.00, rebuilt and new crackle finish; 2 50c Blue Fronts, A1, \$450.00; 1 Green Vest Pocket, \$35.00; 1 Chrome Vest Pocket, like new, \$55.00; 2 5c Blue Fronts, A1 but not refinished, \$125.00. All machines 3-5 payout. J. EDWIN THAMERT, 1402 Harrison Blvd., Boise, Idaho. (O-P)

WANTED

Style 14 Columbus Ball Gum Machines, new or used, with E306 Locks and Slug Ejectors attached. Lacking locks and slug ejectors, quote without. DUGDALE, 6 Byfield Lane, Dearborn, Michigan. (O-P)

7 COLUMN AND 9 COLUMN

DuGrenier Cigarette Machines, factory re-conditioned and refinished like new; operating on all coin combinations. Send for list. X. L. SALES CO., 959 Hope Street, Providence, R. I. (OND-P)

WANT A. B. T. CHALLENGERS

I sell to jobbers and can use large quantities. JULES GOULD, 330 S. Wells, Chicago, Ill. (O-P)

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COIN
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REVIEW

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FOR
OCTOBER
1943

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as substitute for Ball Gum in Prize Ball Gum Machines. 1/2 to 5/8 size. **PENNY KING COMPANY**, 333 Castle Shannon Blvd., Pittsburgh 16, Pa. (OND-P)

SELL OR TRADE—
1350 Merchandise Vendors. Need Grips, Targets, Scales, Peek Shows, anything legal. **GRAHAM'S BOWLING AND VENDING SERVICE**, Connellsville, Pa. (O-P)

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Will buy early or late models Mutoscope Photomatics, CASH. State fully condition, model, and give best cash price. **TONY BRILL**, 311 N. Reno St., Los Angeles 26, Calif. Phone: DRexel 5831. (6-44-C)

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Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

We address by either pen or typewriter, and deposit with Post Office.

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COIN MACHINE REVIEW

1115 VENICE BLVD.
LOS ANGELES 15, CALIF.

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"MAKING DEMOCRACY AND THE WORLD MUTUALLY SAFE"

by

Arthur Graham Glasgow

"Why Must Democracy Forever Fear Aggression, or Fascism or Communism or Any-ism, When It Might Readily Become Presently Impregnable and, therefore, Ultimately Universal—If We So Choose?"

THE REVIEW feels privileged to be able to present this essay for the subject is the most comprehensive as well as the most fundamental of objectives; for it not only means crushing victory in this global war, but also covers all post-war problems of peace.

This unusual essay seeks to improve the quality and authority of the controlling human element in national government, on which all national and international issues depend; but it is not influenced by any hope of universal spiritual reaction, following this brutalizing war. On the contrary, it aims at the control of human weaknesses, in the realm of politics, by eliminating practices that now discredit democracy and threaten democratic government.

Indubitably, the world's greatest need is National Government which satisfies the vast patriotic majorities, because it gives freedom to each under just laws that secure equal freedom for all—while protecting such freedom from evil politics, unreasonable strikes, and all devices that enable organized minorities to impose their selfish wills upon the nation.

ARTHUR GRAHAM GLASGOW, M. E., D. Sc., D. Eng., is especially qualified to delve into this subject and his findings will be of tremendous interest to the thinking men of this industry. Mr. Glasgow is a life member of American Society of Mechanical Engineers, American Society of Engineers, Institution of Civil Engineers and the Institution of Mechanical Engineers; a gold medalist of the Franklin Institute of Pennsylvania and the American Gas Association; and an honorary member of the Institution of Gas Engineers.

Glasgow knows whereof he speaks and this brief session of articles starting in the November **REVIEW** will give you an insight into the thoughts and opinions of the leading executives of two continents. The matter to be presented is highly argumentative and will provide worthwhile material for the learned men of this industry to ponder and examine according to their own conscience.

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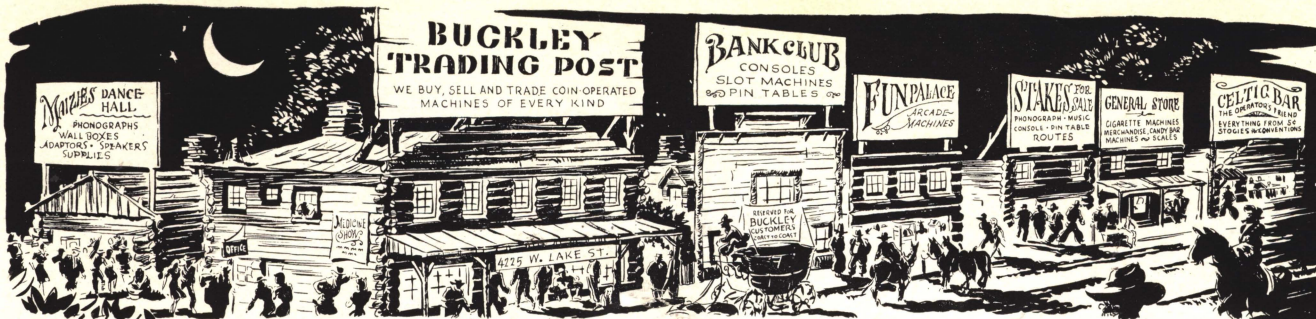
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FOR
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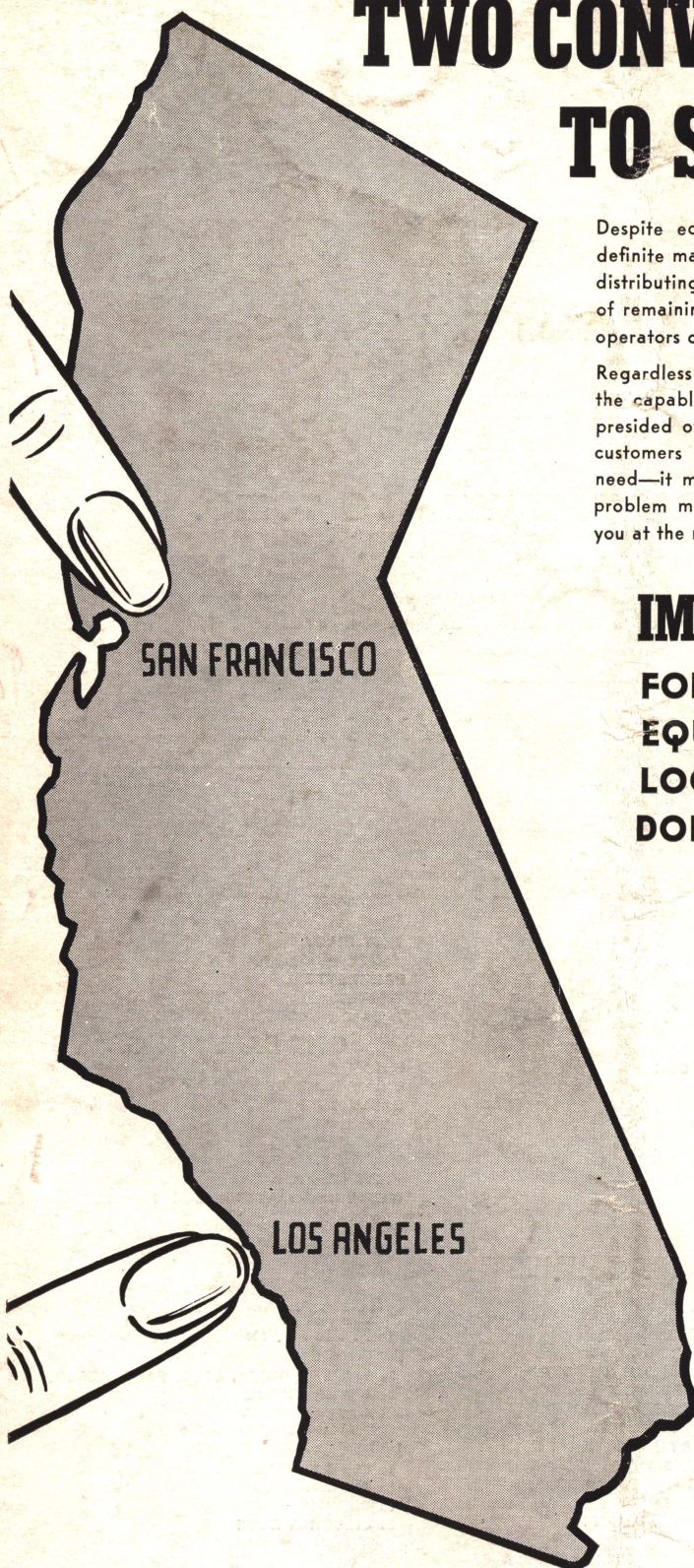
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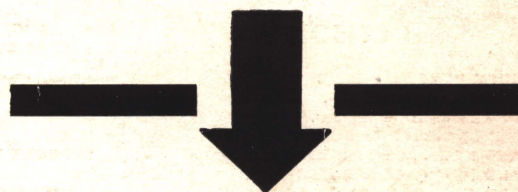
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